26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION OCTOBER 7, 1957 35¢ PER COPY

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Barrow network study out

Automation on Madison Ave.

The quarterly Telestatus

LOVIN' and LOYAL

NCS No. 2 CIRCULATION

	DAYTIME HOMES		NIGHTTIME HOMES	
	WEEKLY	DAILY	WEEKLY	DAILY
WHO-TV	181,490	121,620	211,500	166,460
Station B	175,650	123,430	204,280	163,920
Station C	176,340	104,930	218,690	148,320

We always knew that Central Iowa loves WHO-TV... and we're real happy that the new Nielsen NCS No. 2 shows how large and loyal that audience is.

NCS No. 2 proves again that Central Iowa families have the "WHO habit"... with more homes tuning in WHO-TV every day than any other television station in the region!

You who have known the WHO *Radio* operation, over the years, will understand the Central Iowa audience preference for WHO-TV. Decades of highest integrity, public service, confidence and *believability* all add up to a QUALITY audience and QUALITY RESULTS.

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

PHOTO BY DEL WILLIAMSON

here's what we mean by

EXPANSION

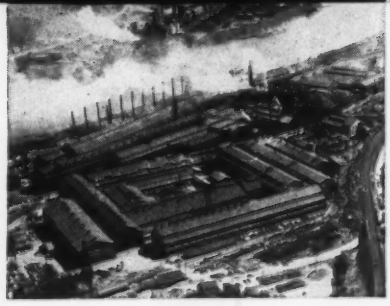
in the WTRF-TV coverage area...

More than 180,000 tons of primary aluminum a year will soon roll off the lines here at the Olin-Revere Metals Corp. site, 23 miles *south* of Wheeling. This is just part of the $450-million Wheeling-Upper Ohio Valley expansion. The growth of this area is fabulous, but no more so than the popularity of WTRF-TV, leader by a wide margin in every accredited audience survey made in this area. So keep your eyes on this market—just as everyone in this market is keeping his eyes on WTRF-TV.

"a station worth watching"

WTRF-TV

Wheeling 7, West Virginia



For availabilities and complete coverage information—Call Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager. CEdar 2-7777

NBC

316,000 watts

Equipped for network color

reaching a market that's reaching new importance!

INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE

- 251,970 TV HOMES (IN THE WTHI-TV VIEWING AREA)
- CBS, NBC, & ABC TELEVISION NETWORKS

TERRE HAUTE, INDIANA

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

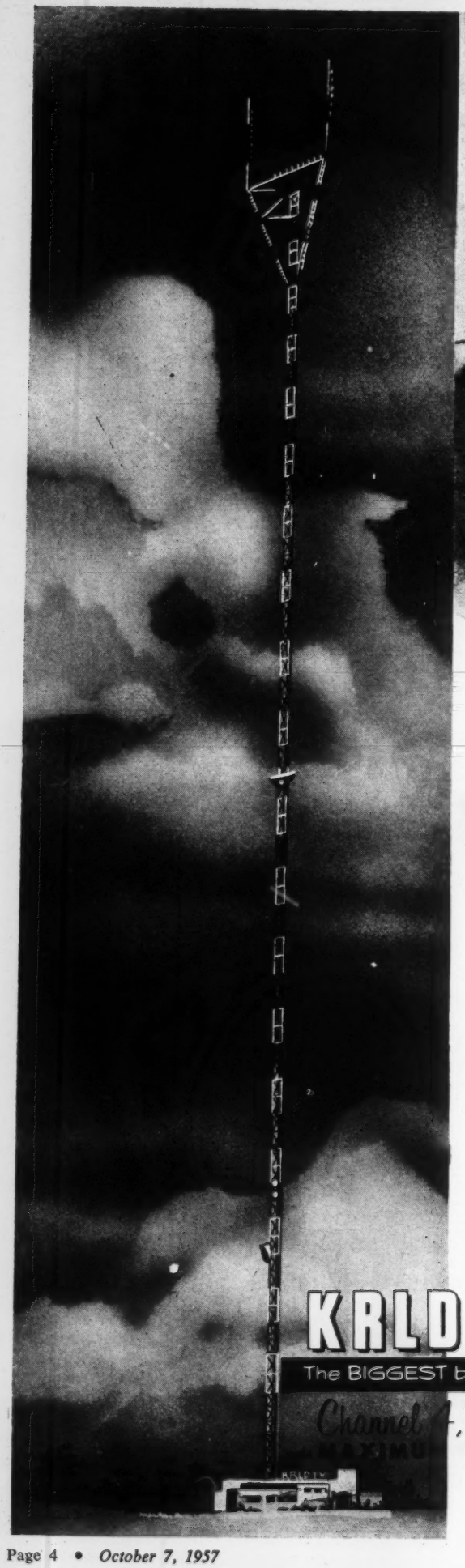
10 CBS TELEVISION

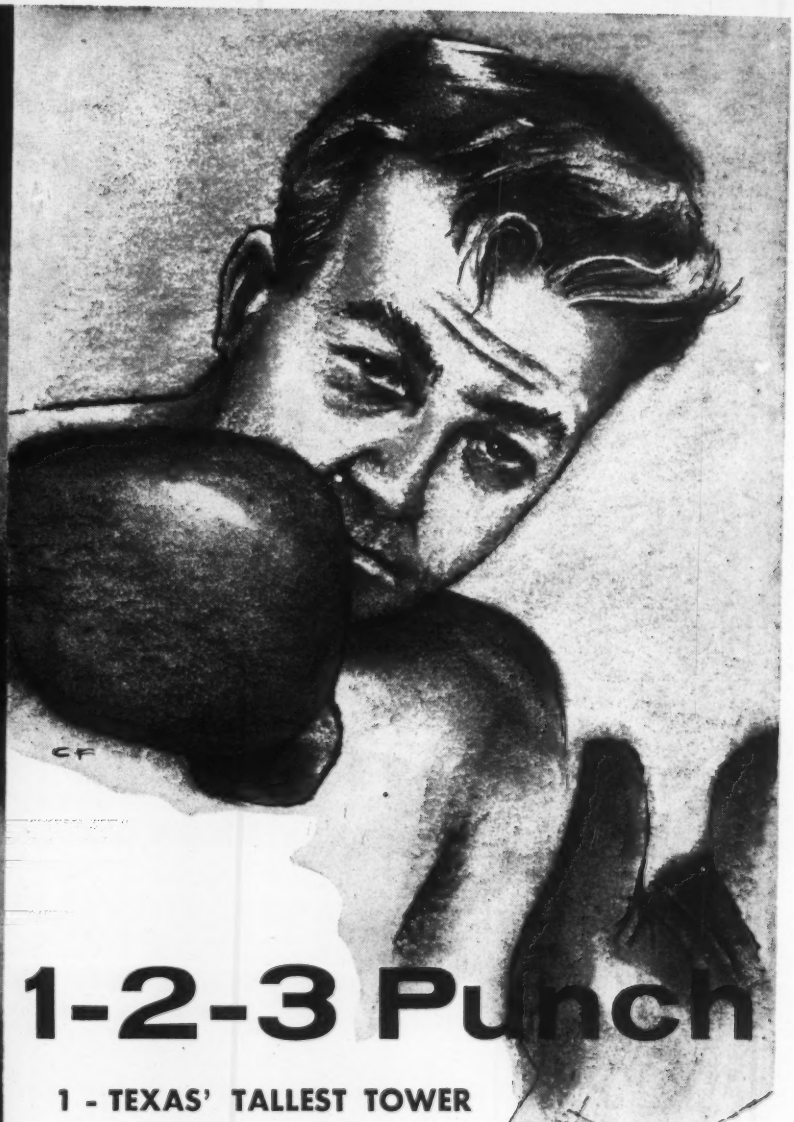
WTHI - TV

and RADIO, too!

T.M.—CBS-TV

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.





1-2-3 Punch

1 - TEXAS' TALLEST TOWER

KRLD-TV telecasts from atop Texas' tallest tower, jutting 1,521 feet above its hilltop base – 1,685 feet above average terrain. From this second tallest man-made structure in the world, KRLD-TV serves one-fourth of all the people in Texas who own one-third of Texas' sets, plus those in five Oklahoma counties.

2 - MAXIMUM POWER

KRLD-TV operates on 100,000 watts, the maximum power of a low-VHF frequency allowed by FCC. KRLD-TV beams 100 microvolts or more to a greater area than covered by any other Texas TV station.

3 - CHANNEL 4

KRLD-TV's Channel 4 enables it to reach farther with a strong, clear signal. Channel 4 is the lowest frequency channel in the Dallas-Fort Worth area.

an unbeatable combination that makes

KRLD-TV

the Biggest buy in the Biggest market
in the Biggest state

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM
POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.,
Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

closed circuit.

COWLES SELLING TWO • Sale of ch. 9 KVTV (TV) Sioux City, Iowa, and its companion WNAX Yankton, S. D., by Cowles Broadcasting Co. to Peoples Broadcasting Co., subsidiary of Nationwide Insurance Co., for approximately $3 million is in final negotiating stage. Cowles also owns KRNT and controls ch. 8 KRNT-TV Des Moines and owns WHTN-AM-TV Huntington-Charleston, W. Va. Peoples owns WRFD Worthington, Ohio; WTTM Trenton, N. J., WMMN Fairmont, W. Va., and WGAR-AM-TV Cleveland, Ohio.

B•T

Plans underway to allow more spot announcements on Canadian Broadcasting Corp. tv stations and for participation sponsorship on national basis of live and film programs where CBC regulations now only permit local participation. Decision to allow additional commercials at CBC policy-making meetings at Ottawa, Ont., due possibly this week.

B•T

TAX FIGHT BREWING • Operators of major stations involved in multi-million-dollar sales aren't going to lose depreciation case by default. Informal meeting at NARTB headquarters last week took up Revenue Bureau's denial of depreciation allowances in network affiliation contracts [B•T, Aug. 26] and pooled ideas on station-sale problem. Among interests involved in tax ruling are Westinghouse, Corinthian, Time Inc. and Transcontinent, all of which have negotiated major station transfers. Framing of NARTB policy on this and other tax matters involves major association problem.

B•T

FCC had morning go-round last Thursday on question of programming jurisdiction, spent most of time assaying General Counsel Warren Baker's memorandum on legislative history of subject. Further consideration scheduled for next available time, probably this week. Subject is basic to Commission's discussion of license renewal form revisions on program information, sparked by broadcasters earlier this year.

B•T

SKIATRON'S ALTERNATIVE MOVE • Because Pacific T&T, subsidiary of AT&T, has turned thumbs-down on use of Parax open-wire for Skiatron closed-circuit tv on West Coast (story, page 66), Matty Fox, president of Skiatron Tv Inc., has asked company to quote on coaxial cable for wiring of Los Angeles, San Francisco and two other unnamed western markets. Coaxial costs reportedly run several times that for open-wire (estimate for Los Angeles proper alone was approximately $50 million for coaxial against $12 million for Parax).

B•T

Pacific T&T rejection of open-wire reportedly was on basis that they would not make such installations since it could constitute monopoly. While first installation on its poles might work for relatively short distances, installation of second or third service inevitably would cause interference beyond allowable tolerances, in effect meaning that only one service could be installed. Since Bell companies are common carriers, they would have to provide service to all qualified comers.

B•T

CHEERY NOTE AT MBS • Optimistic report on outlook of MBS under new ownership will be given special meeting of its board of directors this week by Paul Roberts, president, who took over two months ago. Since Aug. 8 new gross sales have amounted to $2.5 million, including business of advertisers never before on MBS. These include Jello, Equitable Life, Benrus Watch and Chrysler. "Slight profit" or at least break-even point has been reached by MBS, it's understood.

B•T

Seminar on engineering being conducted Monday evenings by FCC's Arnold Skrivseth, assistant chief of technical research division of office of chief engineer, for staff lawyers and other non-engineering executives. FCC's new Comr. Fred W. Ford is taking 10-week, two-hour course. Seminar began Sept. 23 with 80 in attendance but 60-odd showed for second session.

B•T

BARROW DEFTNESS • Explosive Network Study Group Report, comprehensively covered this issue, was drafted "with the press in mind." Authority for this statement is Dean Roscoe L. Barrow, chief of study group, whose security was so good that not even members of Commission had advance knowledge of 1200-page document. Conclusions of report were neatly contained in summary. Because of budget limitations, FCC had about 700 copies of voluminous Network Report processed—just about maximum run from mimeograph stencil.

B•T

Although Barrow report was "team" job, it's no secret actual writing of chapters was entrusted to one or two staff members. For example, general knowledge has it that Dean Barrow wrote chapters 1 and 15, introduction and summary of recommendations, and chapter 12, multiple ownership. Not so well known is fact that Dr. Louis H. Mayo wrote chapter 3 on public interest.

STILL STYMIED • For fourth successive week, FCC failed to break impasse on authorization for WLWI (TV) Indianapolis to begin operation with equipment other than that specified in its original application which previously had been granted. Comr. Fred W. Ford, whose vote is required to break 3-3 tie, reportedly did indicate to Commission last Wednesday that he would be prepared to vote this week, after having established that he is not disqualified by virtue of former connection with case while he served as chief of FCC's hearing section (1951-1953).

B•T

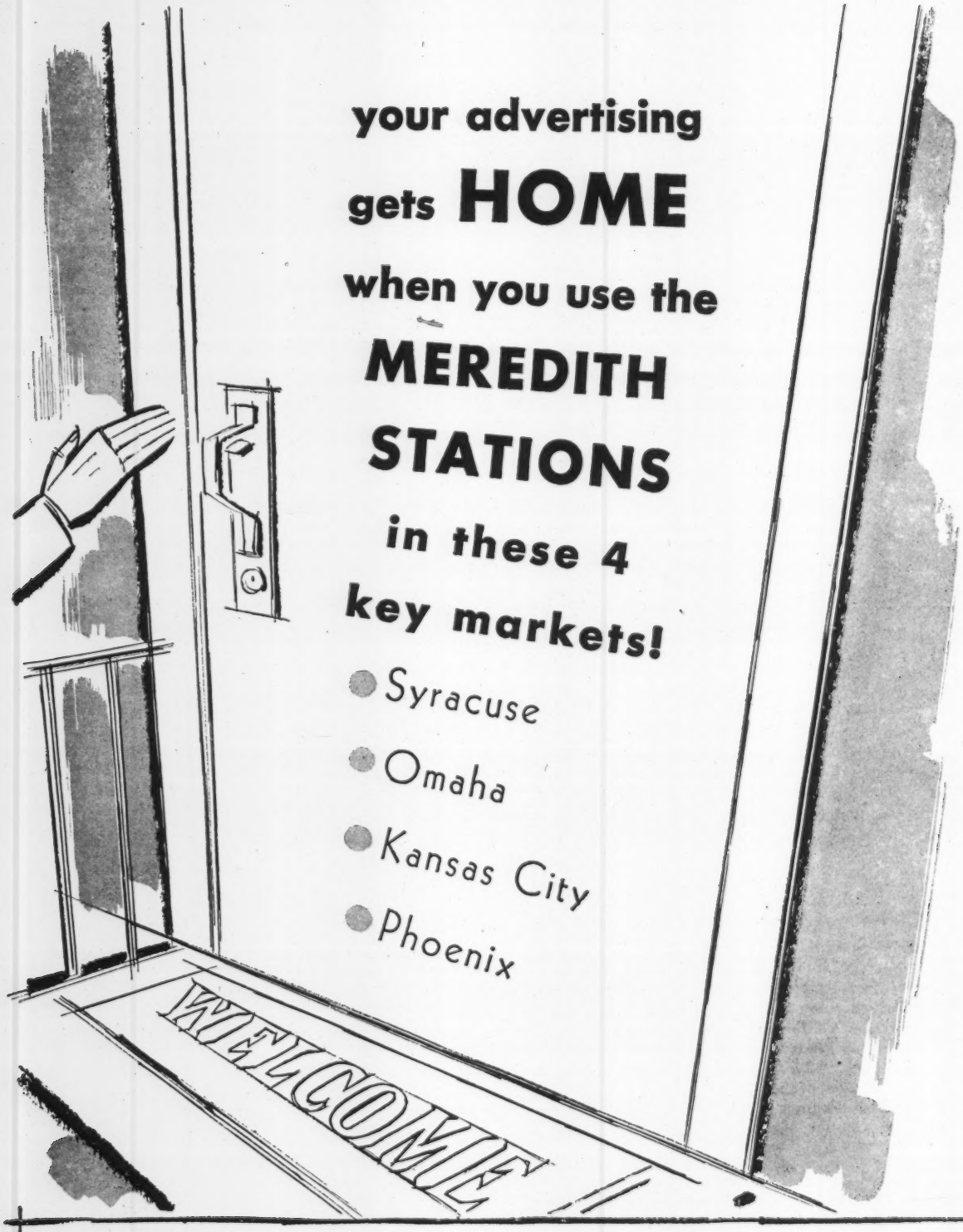
Edward Lamb Enterprises (WICU [TV], WIKK Erie, Pa.; WMAC-TV Massillon, Ohio; WHOO-AM-FM Orlando, Fla.) has retained Robert F. Jones, former FCC commissioner and former member of Congress from Ohio, as Washington communications counsel. General counsel of Lamb Enterprises is J. Howard McGrath, former U. S. attorney-general during Truman administration.

B•T

ENCORE FOR ANA • Agency panel that set forth mock "campaigns" on how to spend theoretical $750,000 advertising budget for "potable" product (Tetley tea) at last year's media buying workshop session of American Assn. of Advertising Agencies' eastern annual conference is to be repeated on Nov. 20 at this year's session in New York. Reason: Panel made big impression on audience and ad row evinced interest for many months. That was meeting in which Arthur A. Porter, J. Walter Thompson Co.; E. L. Deckinger, Grey Adv., and Lee M. Rich, Benton & Bowles, agreed on predominant use of broadcast media [B•T, Dec. 3, 1956]. This year, budget will be greater and product will be one that is in "national distribution." Panel will act as "plans board" presenting summary viewpoint via single spokesman. Agency participants are not yet firm.

B•T

Vastly increased demands for rights to Orange Bowl football game have CBS-TV scrimmaging in another direction in trying to set its lineup for next New Year's Day. Orange Bowl's asking price is reported to be at least twice last year's estimated $100,000, so CBS-TV, while going on with negotiations for continuing that series is also dickering for Cotton Bowl, where demands are much more modest. NBC-TV, which carried Rose and Cotton Bowls last January, is set for Rose and Sugar Bowls this New Year's. ABC-TV had Sugar Bowl last time but now, along with CBS-TV, is interested in Cotton.



your advertising
gets **HOME**
when you use the
MEREDITH STATIONS
in these 4
key markets!

- Syracuse
- Omaha
- Kansas City
- Phoenix

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.- Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Barrow Wants Tough Curbs For Networks—Long-awaited report of FCC's Network Study Group released recommending drastic changes that eliminate network option time and must-buys; curtail network activity in spot representations; further restrict mutilple ownership limitations; establish FCC rules for networks and many other suggestions. Page **31.** Comparison of Barrow report with Cox and Celler reports and Moore testimony. Page **33.** Text of conclusions of Barrow report. Page **100.**

ADVERTISERS & AGENCIES

Sara Lee Has Radio-Tv in Its Recipe—Six-year-old bakery and frozen food distributor learned early that broadcasting is the yeast of its sales success. Page **40.**

Frey Report, Tv In ANA Spotlight—Official program for ANA's forthcoming 48th annual meeting includes preview of findings in year-long study of advertising agency services and compensation methods, reports on tv success and studies of media, markets and management. Page **44.**

Possible Revlon Changes—The world's largest cosmetics manufacturer, mulls diversification as it assigns room deodorizer and liquid detergent accounts to its newly-revamped agency list. Page **42.**

Tea For Tv Spot—Leo Burnett & Co. maps plans for Tea Council that envision budget of $1.2 million for television spot. Big 20-week drive in 18 markets next March is one cornerstone of campaign. Page **44.**

GOVERNMENT

Monitoring of Ads—Federal Trade Commission holds hearings on Whitehall Pharmacal and Chicle cases, first complaint growing from government agency's monitoring activity. Page **80.**

Asking for Trouble—FCC "will get its knuckles cracked," Rep. Emanuel Celler (D-N. Y.) promises, if it goes ahead with authorization of pay tv. Author of anti-pay-tv bill delivers warning during debate with James M. Landis, attorney for Skiatron Inc., before Assn. of Advertising Men and Women in New York. Page **82.**

New Private Relay Plea—Motorola's Daniel E. Noble, one of eight witnesses for Electronic Industries Assn. at FCC hearings on use of spectrum above 890 mc, asks Commissioners to allow free choice between common carrier and private microwave systems. Other witnesses see no space squeeze above 890 mc in future. Page **82.**

TRADE ASSNS.

Illinois to Capitol Hill—Congressmen will hear from Illinois Broadcasters Assn., which at its fall meeting passed resolution deploring bill by Sen. George A. Smathers (D-Fla.) to require networks and stations to give up interests in BMI. Charles R. Cook of WJPF Herrin elected president of IBA. Page **61.**

PROGRAM SERVICES

Skiatron Gets Calif. Setback—Pacific T&T rejects application for Parax open-wire lines on its poles for closed-circuit tv to subscribers in San Francisco, Los Angeles and other towns. Skiatron gains in Milwaukee, however, where Common Council greenlights activity there. Page **66.**

OPINION

Let's Concentrate More on the Ad—When the smoke of negotiations has cleared away, there's much work still to be done before the effective commercial can be presented. With the reminder that the ad is the important thing—not the buy—Mark Lawrence, of MacManus, John & Adams gives his views in B•T's regular MONDAY MEMO series. Page **137.**

MR. LAWRENCE

INTERNATIONAL

Tv Network Time Goes Fast in Canada—The SRO sign is readied as a rundown of the fall schedule shows extensive buying. Page **116.**

STATIONS

Automation At PGW—Station representative has Remington Rand electronic system at work in its New York headquarters. Target: speed and efficiency in servicing agencies and stations. Page **70.**

Hot Potato for Pulse—Some 15-20 stations have complained to The Pulse Inc. about procedure the rating service uses to get information on special listener promotions for inclusion with rating reports. Page **76.**

A B•T SERVICE

The Status of Television—B•T's quarterly TELESTATUS reports who, what, where and how all the television stations are operating. Also, how the drastically-revised network lineup now looks. Page **125.**

DEPARTMENTS

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This week:

FIRST ANNIVERSARY AS A STORZ STATION FINDS WQAM'S RUNAWAY COMPLETE!

Hooper's greeting: *42.1%* all day average, 7 a.m.-6 p.m., Monday through Saturday.

And from Pulse—2 happy birthday cards:

Metro Pulse gives WQAM decisive first place

So does a brand new Southern Florida *area* Pulse, that accounts for the listening preferences of 31.5% of the people of Florida.

Many happy returns from Trendex, too, with a strong first for WQAM.

And many thanks to you who buy time—for your quick recognition of the change in Miami radio listening . . . and for your confidence in the personalities and programmings of the new WQAM. Ask Blair or G M Jack Sandler why current figures are much more valid than NCS #2, which was made in Spring 1956, about half-year before WQAM became a Storz Station.

WQAM

Serving all of southern Florida with 5,000 watts on 560 kc . . . and Radio #1 in . . . .

MIAMI

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

Celler Calls on FCC's Lee To Disqualify Self on Pay-Tv

Rep. Emanuel Celler (D-N. Y.) last night (Sun.) called upon FCC Comr. Robert E. Lee to disqualify himself from upcoming pay-tv hearings on ground of pre-judgment. In weekly talk program via WINS New York, congressman cited *Look* magazine article by Comr. Lee written last year in which commissioner "practically approved applications for . . . subscription tv." Commented Mr. Celler:

"Comr. Lee had the temerity to write this article while the question of subscription tv was and is still pending before the Commission. An FCC commissioner is a quasi-judicial officer. He is like a judge. He must hear and determine the controversies that arise. There is a bitter controversy over the question of turnstile tv. Instead of demeaning himself as a judge and objectively considering evidence presented to him next March when applications for gasmeter tv will be presented, Comr. Lee already made a determination before he has heard the evidence. . . ."

Budweiser Beer, Ale 'Record' Ad Budget of $12 Million Planned

New "record" advertising budget of over $12 million set for Budweiser beer and ale in 1958, Anheuser-Busch Inc., St. Louis, announced. While no media breakdown released, brewery said it will "continue widespread use of spot radio and television," plus prime media. Company spending estimated $3.8 million this year in broadcast media for Budweiser (through D'Arcy Adv. Co.) and 1958 radio-tv share understood to be slightly higher.

Busch Bavarian beer (Gardner Adv. Co.), with separate budget, expected to pick up St. Louis Cards' tv and regional radio network broadcasts, though advertising plans not announced yet. (A-B spent $2.1 million for both products in network-spot tv in 1956.)

ABC-TV's Eckstein Resigns; Linger Slated to Succeed

John H. Eckstein resigned as director of advertising and promotion for ABC-TV and is slated to be succeeded by Dean Linger, now director of sales promotion and publicity for CBS' KNXT (TV) Los Angeles and CBS Television Pacific Network. Changes effective Oct. 14. Jerry Zigmond, veteran advertising and promotion man who is west coast division manager for theatres of AB-PT (ABC parent), reportedly will serve as advertising and promotion consultant to Mr. Linger in addition to west coast theatre duties.

Mr. Eckstein has not announced his future plans.

WAAT, WATV (TV) Sold To NTA For $3.5 Million

In surprise turnabout, National Telefilm Assoc., New York, late Friday announced purchase of WAAT-AM-FM and WATV (TV) Newark for approximately $3.5 million, although on Wednesday NTA reported breakdown in negotiations.

Less than two months ago, NTA bought KMGM-TV Minneapolis for $650,000. Though under same ownership, WAAT AM-FM is licensed to Bremer Bcstg. Corp. and WATV to Atlantic Television. Irving R. Rosenhaus and family hold principal stock.

Call letters will be changed to WNTA-AM-FM-TV. Sale is subject to FCC approval.

Production Link May Result From ABC-TV, MGM-TV Talks

Production tie-up with Metro-Goldwyn-Mayer studio facilities to be explored today (Mon.) in New York in top-level discussions of ABC-TV and MGM-TV officials. Network according to ABC-TV official Friday, is interested in negotiating for additional properties and/or facilities with any large studio along lines of ABC-TV's current pact with Warner Bros. [At DEADLINE, Nov. 26, 1956 *et seq.*]. Scheduled to attend for ABC-TV: President Leonard H. Goldenson and Vice President James T. Aubry (programming and talent); for MGM-TV: Vice President Charles C. (Bud) Barry and Loew's Vice President-Treasurer Robert H. O'Brien, who formerly was financial vice president and secretary of American Broadcasting-Paramount Theatres Inc., parent of ABC-TV division. Warner Bros. now is producing ABC-TV's *Cheyenne, Sugarfoot, Maverick* and *Colt 45* which goes into Friday lineup under sponsorship of Campbell soup. Deal with MGM-TV would include either properties (programs), use of facilities and perhaps both.

TWO TEE-UP FOR TEA

In line with Tea Council of U. S. A.'s biggest push in history (early story page 44), two major tea concerns are launching big drives later this month. Boston's Salada Tea Co. using seven-week spot tv campaign (minutes and station breaks) in daytime programming starting Oct. 14 in unspecified number of markets. Sullivan, Stauffer, Colwell & Bayles, Salada agency, understood to be still lining up availabilities, while Ogilvy, Benson & Mather, agency for New York's Tetley Tea Co., already has completed buying for its eight-week, daytime minutes campaign in more than 50 markets starting Wednesday.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

HUNTING DOWN EAST • Noxzema Chemical Co. (shaving cream), Baltimore, through MacManus, John & Adams, N. Y., currently looking for availabilities in seven England-New York markets for 13-week radio campaign slated for end of October.

NINE WEEKS FOR WINSTON • R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston, N. C., readying spot tv campaign for Oct. 14 start and continuing for nine weeks. Number of markets undetermined. Agency: Wm. Esty Co., N. Y.

ASPIRIN SPOTS SOON • Sterling Drug Inc. (Bayer aspirin), N. Y., reported to be lining up more than 40 stations for spot tv campaign to begin shortly. Agency: Dancer-Fitzgerald-Sample, N. Y.

FOR WINTER COLDS • Smith Bros. (cough drops), Poughkeepsie, N. Y., preparing spot tv campaign to break in mid-November and last 12 weeks. Top 15-20 markets being considered. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

CAMPAIGN LINING UP • Sterling Drug Inc. (Fletcher's Castoria) is preparing spot television campaign in more than 50 markets and is lining up one-minute availabilities in late evening programming. Agency: Carl S. Brown Co., N. Y.

SUITCASE SALVO SET • Samsonite Luggage Co., Denver, placing tv spot schedule to start Oct. 22 for eight weeks in more than 80 markets. Agency: Grey Adv., N. Y.

HIRES SHIFTS AGENCIES • Maxon Inc., Detroit, appointed advertising agency for Charles E. Hires Co. (soft drinks), Philadelphia, effective Oct. 15. Account, totalling about $750,000 in annual billings, has been with N. W. Ayer & Son, Philadelphia, for more than 10 years.

POTATO PUSH • R. T. French Co. (instant mashed potatoes), Rochester, N. Y., is buying tv spots in 17 markets. Campaign starting Oct. 14 runs 13 weeks. J. Walter Thompson Co., N. Y., is agency.

SWEET ON SPOT • Peter Paul Inc. (Mounds candy), Naugatuck, Conn., continues its buying of spot tv markets. New campaign starts Oct. 18 for eight weeks. Dancer-Fitzgerald-Sample, N. Y., is agency.

at deadline

TV NETWORKS' GROSS 4.2% AHEAD OF '56

Television networks unanimously pointed to 1956 political convention billing as having caused lopsided August comparisons on gross time charges reported Friday by Publishers Information Bureau. PIB's figures showed first monthly drop (in comparing month with same period of year ago)—reduction of 9.5% in gross billing. Breakdown by network: ABC-TV, billings off 10.3%; CBS-TV, down 5.9% and NBC-TV, off 13.3%. For eight months of year networks still showed pickup of 4.2% in total billing over same period of year ago. Though August 1956 billing was more than $42.5 million, July 1956 (no conventions) was $37.6 million.

1956-1957 Comparison

	August 1957	August 1956	% Change	Jan.-Aug. 1957	Jan.-Aug. 1956	% Change
ABC-TV	$ 6,134,380	$ 6,842,292	−10.3	$ 52,578,094	$ 50,855,477	+ 3.4
CBS-TV	18,278,933	19,430,748	− 5.9	153,578,489	144,411,892	+ 6.3
NBC-TV	14,150,907	16,323,549	−13.3	121,825,283	119,587,046	+ 1.9
	$38,564,220	$42,596,589	− 9.5	$327,981,866	$314,854,415	+ 4.2

1957 Totals to Date

	ABC-TV	CBS-TV	NBC-TV	Total
Jan.	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
Feb.	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872*	38,760,437*
Aug.	6,134,380	18,278,933	14,150,907	38,564,220
	$52,578,094	$153,578,489	$121,825,283	$327,981,866

* Revised as of Oct. 3, 1957

Moulder Charges Group Resistance To Subcommittee Work by Agencies

Rep. Morgan Moulder (D-Mo.), chairman of House Legislative Oversight Subcommittee investigating FCC and five other federal regulatory agencies, Friday charged Civil Aeronautics Board, Securities & Exchange Commission and possibly other agencies are blocking committee's work by refusing access to files.

Mr. Moulder based his statements on CAB staff notice limiting information available to Moulder committee practically to public records only. He also said SEC "very forcibly" stated verbally it would follow CAB lead. In Friday news conference, Rep. Moulder stated Legislative Oversight has information that chairmen of six agencies met to map plan of resistance to committee's investigation.

SEC-CAB stand was termed "high class, classified 5th Amendment [plea]" by Rep. Moulder. He said "we don't think any of them will cooperate fully," although "some to a degree have complied" by cooperating with committee's staff. He said CAB stand is "without basis in precedent or law" and called public hearing Oct. 17 at 2 p.m. at which time CAB "will be called upon to show cause why representatives of the subcommittee should not be afforded full and unhampered access to all board files and records." There is possibility other agencies also may be called to task at hearing, depending on developments between now and then, Rep. Moulder stated.

Rep. Moulder labeled CAB reluctance to cooperate "all the more shocking" because it may be "first step in a concerted plan . . . to block this special congressional investigation."

FCC Chairman John C. Doerfer, enroute to Milwaukee late Friday, could not be reached for comment on Rep. Moulder's charges. However, committee staff has expressed satisfaction with Commission cooperation to date. It is known FCC has directed that all requests for files by Moulder investigators be channeled through General Counsel Warren Baker. This is simply to insure equal distribution of staff workload, FCC contends.

In addition to FCC, SEC and CAB, other agencies under Moulder scrutiny are FTC, Interstate Commerce Commission and Federal Power Commission.

Baum to FCC Network Study Post

Dr. Warren C. Baum, economist and member until last week of Network Study Staff, named chief of Office of Network Study established two weeks ago in Broadcast Bureau [B•T, Sept. 30]. Office will take care of winding up loose ends of network study (program section still to be written) and serve as secretariat to Commission committee on subject. Before joining FCC's Network Study Staff in 1955, Dr. Baum was with Rand Corp.

PEOPLE

ANNE B. COYLE, radio-tv director, Rutledge & Lilienfeld, Chicago, elected vice president in charge of account supervision.

H. GRANT ATKINSON, freelance writer-producer and previously radio-tv director at Campbell-Mithun Inc., Chicago, appointed radio-tv director at Compton Adv., same city.

HAROLD F. SCHEINKOPF, formerly marketing plans supervisor, Foote, Cone & Belding, N. Y., joins Ogilvy, Benson & Mather, N. Y., as associate director of research.

Kluge Buys Brechners' Share In WGAY Silver Spring, Md.

Acquisition of 100% of WGAY Silver Spring, Md., by John W. Kluge through purchase of 35% interest held by Joseph L. Brechner and wife for total of $150,000, announced Friday. Mr. Brechner, co-founder with Mr. Kluge of Washington area outlet in 1946 (1 kw daytime on 1050 kc), resigns as vice president and general manager end of October, but remains as consultant to end of year. Named general manager is Ernie Tannen, who was with WGAY some years ago, now vice president-general manager of Kluge-owned WEEP Pittsburgh (formerly WILY). Ted Dorf remains as commercial manager and is named station manager.

Mr. Kluge and Mr. Brechner continue their ownership association in WLOF-TV Orlando, Fla. (Mr. Kluge owns 35% of Class B stock of WLOF-TV.) Mr. Brechner also has 60% ownership in WERC-AM-FM Erie, Pa. Mr. Kluge also has controlling interests in WKDA Nashville, KXLW St. Louis, KNOK Fort Worth, KOME Tulsa and WXRA and WXRC (FM) Buffalo, N. Y.

Also announced Friday was sale of KAIR Tucson, Ariz. (250 w on 1490 kc) sold by W. Dawkins Espey and associates to Joe Dumond ("Josh Higgins" of early radio days and once owner of KXEL Waterloo, Iowa) for $135,000 through Allen Kander & Co., broker.

Clinic to Give Radio Tips

Half-dozen well-known agency executives will discuss creation of radio commercials Tuesday afternoon at third annual national Radio Advertising Clinic, Radio Advertising Bureau President Kevin B. Sweeney announced. Clinic is Tuesday-Wednesday at New York's Waldorf-Astoria. Participants include Elliott Plow, BBDO vice president; Rollo Hunter, Erwin, Wasey-Ruthrauff & Ryan; Ernest Mulock, Grant Adv. vice president; Edward Meyer, Grey Adv. vice president-account supervisor; Reva Fine, Ogilvy, Benson & Mather senior copywriter, and Grant Thompson, William Esty Co. vice president. Allen M. Woodall, RAB executive committee chairman and president of WDAK Columbus, Ga., will preside. About 800 industry representatives are expected.

double the audience

From Massachusetts to Long Island, sign on to sign off, every day of the week, WNHC-TV, Hartford-New Haven, delivers DOUBLE the COMBINED audience of competition:

- **267.3% greater than Hartford**
- **342.3% greater than New Britain**

Ask Katz for proof: ARB, Hartford-New Haven, June 8-14, 1957; Nielsen, NCS #2, 1956.

A TRIANGLE STATION

WNHC-TV

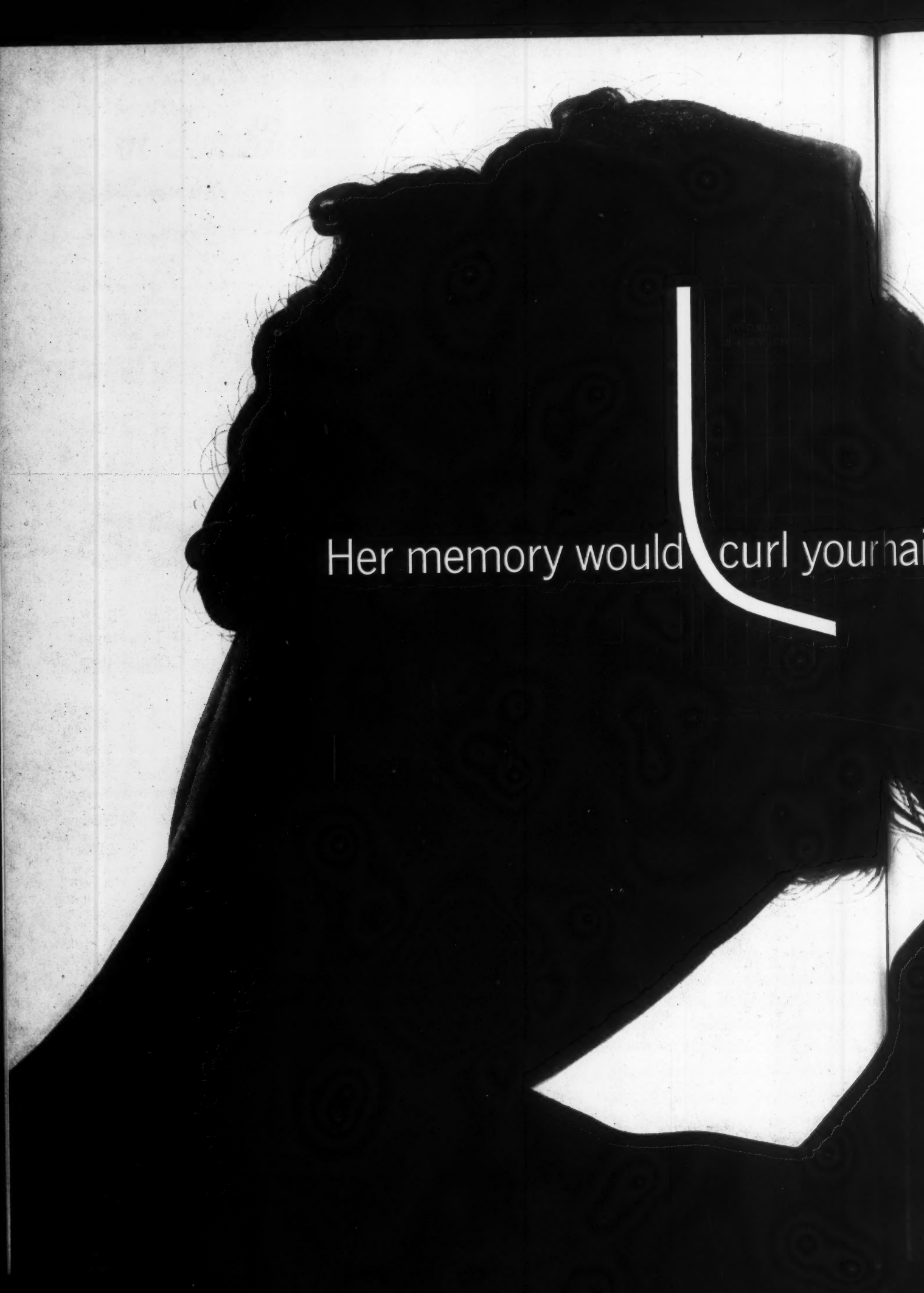
HARTFORD-NEW HAVEN, CONN.

Channel 8

ABC-TV • CBS-TV

***Represented by* KATZ**

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

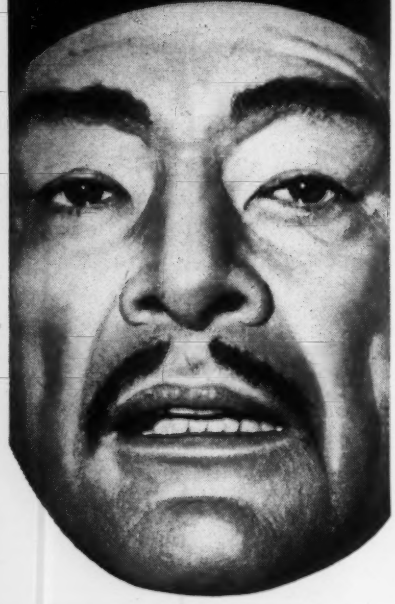

Her memory would curl your hai

If you want to stay set in her mind, it takes frequency. Working frequency. Which isn't how many times you talk... but ***how many times she hears you.*** And CBS Radio's daytime dramas deliver frequency plus the values that give it peak effectiveness. Reach. Attentive listeners. Cost efficiency. With just five program units you reach ***6.4 million different listeners a week with 3.2 commercial-minute impressions each. Cost per thousand impressions: 49¢.*** The simple arithmetic of competition today – the sheer number of brands a housewife can choose from – demands this kind of frequency and reach at low cost.

THE CBS RADIO NETWORK

So far this year, such leading cosmetics and toiletries advertisers as Campana Sales, Toni and Warner-Lambert have used dramatic serials on CBS Radio to tell their product stories to an audience of their best customers.

NEW
CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

SUSPICION

For years viewers grumbled about the half-hour overlap of NBC-TV's *Robert Montgomery Presents* and *CBS-TV's Studio One* that prevented complete viewing of both programs. Now with NBC-TV starting its new *Suspicion* series in the exact same hour opposite *Studio One*, the choice may be even more difficult.

For *Suspicion*, combining live and film offerings and embellished with the touch of Alfred Hitchcock or his associates, promises Grade A entertainment. Three separate units will produce 22 live and 20 film shows in the series. Mr. Hitchcock is senior producer and director for 10 of the 20 films. The remaining 10 will be done by Revue Productions, with Alan Miller as executive producer. The 22 live dramas will be produced in New York with S. Mark Smith as executive producer and Mort Abrahams as producer.

The initial film offering, "Four O'Clock," was not done by Mr. Hitchcock, but the master of suspense's touch was there. In fact, the tv adaptation was based on an original story by Cornell Wollrich who wrote Mr. Hitchcock's film classic "Rear Window."

"Four O'Clock" is the story of a husband who believes his wife is unfaithful and plants a time bomb in his own cellar. Pointing up the deft production and direction is the great suspense sustained for better than a half-hour while concentrating mostly on the bomb's alarm clock and the terrified husband who was bound-and-gagged in the basement by housebreakers. True to the Hitchcock tradition, the story has its unexpected ending.

It could be that the Monday night viewer, torn between *Studio One* and the absorbing action of *Suspicion*—both for free—would happily forget about any coin box gadgets on his set.

Production costs: $55,000.

Sponsored by Philip Morris, through N. W. Ayer & Son, and Ford Div. of Ford Motor Co., through J. Walter Thompson, on NBC-TV, Mondays, 10-11 p.m., EDT. Started Sept 30.

Following with Alan Miller film unit which presented first show: executive producer: Alan Miller; producers: Frank P. Rosenberg, Richard Lewis, William Frye; directors: James Neilson, John Brahm, Don Weiss.

LEAVE IT TO BEAVER

Scene: The upstairs bathroom of the suburban home of the Cleaver Family (father, mother, 12-year-old Wally and 8-year-old Beaver). The boys, ordered to take baths before going to bed, dabble in the water, moisten their bathtowels, sprinkle a little of the dirt Beaver has brought home for his turtle into the tub ("Leave a ring," says Wally), while discussing what to do about the note Beaver's teacher (who insists on calling him "Theodore" with typical adult stupidity) has sent home to his parents.

The boys decide the note is probably to announce that Beaver has been expelled ("You'll be the first kid ever expelled from second grade," Wally says proudly) and they plan how best to conceal its dire tidings from their parents. They don't open it because, as Wally says while he surveys the bathroom to make sure it presents evidence to convince any parent that baths had been taken, "that wouldn't be honest."

Like that? Then you would have liked "Beaver Gets 'Spelled," first episode of *Leave It to Beaver*, half-hour film series which started on CBS-TV Friday. Writer-producers Joe Connelly and Bob Mosher, possibly to compensate for their years of writing the *Amos 'n' Andy* programs, have avoided any trace of slap-stick in this new series. If the opening sequence is typical, *Leave It to Beaver* will be equal parts of humor and sentiment, with lots of smiles and chuckles and a few nostalgic tears, but not many belly laughs.

Jerry Mathers (Beaver) and Tony Dow (Wally) were everything the series wanted them to be: nice kids getting into nice kids' kinds of scrapes, a tribute not only to their acting but even more to the direction of Norman Tokar and the supervision of Executive Producer Harry Ackerman and Associate Producer Dan Nathan. Barbara Billingsley as the mother, Hugh Beaumont as the father, Diana Brewster as the bewildered second grade teacher and Doris Packer as the principal were stereotypes, but "nice" stereotypes, which seemingly is what was called for.

Production costs: Approximately $40,000.

Sponsored by Remington Rand Div. of Sperry Rand Corp., through Compton Adv. Inc., on CBS-TV, Fridays, 7:30-8 p.m. EDT. Started Oct. 4.

Produced by Gomalco Productions; executive producer: Harry Ackerman; writer-producers: Joe Connelly, Bob Mosher; associate producer: Dan Nathan; director: Norman Tokar

DICK AND THE DUCHESS

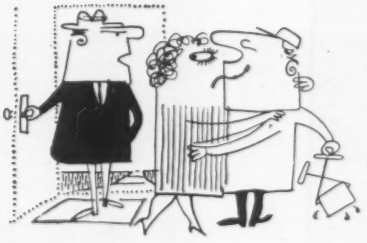
The new CBS-TV comedy adventure series, *Dick and the Duchess*, may become the Duke among its tv contemporaries, particularly if the series sharpens as it progresses.

The series is domestic relations adventure, and as such, combines the best of situation comedy and whodunit. In the Sept. 28 premiere the storyline was light and action rapid. The writer's (playwright Harry Kurnitz) tongue-in-cheek treatment easily broke through the rigidity of the half-hour form. Without resorting to vaporous fill, Mr. Kurnitz lampooned and yet established his characters with nary a hitch.

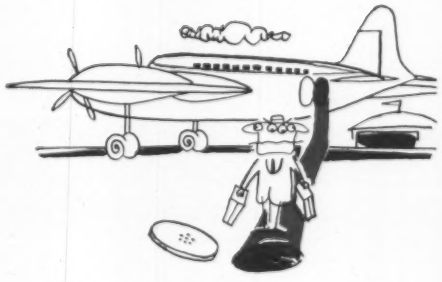
Dick and the Duchess is filmed in London by producer Sheldon Reynolds, bringing to the series an intriguing mixture of British and American whimsey. Patrick O'Neal is the American (Dick Starrett) and his British wife (Jane Starrett) is played by Hazel Court. A sample of the British wit: Dick notes, "I always ride bareback." His mother-in-law observes dryly: "See that you don't do it in England, my dear. You might catch cold."

This is a series that uses humor to enter-

How to have fun, even though you're in the advertising business

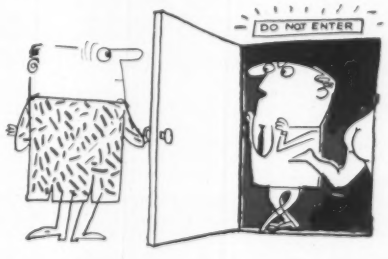


1. Phone home and tell your wife you're going to be working all evening, then arrive for dinner as usual.

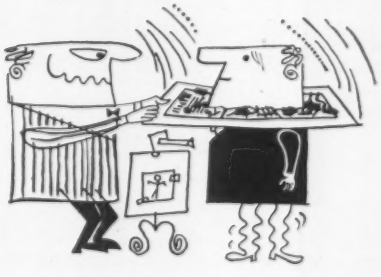


2. Believe an out-of-town client when he writes you not to meet him at the airport, naming airline and flight number.

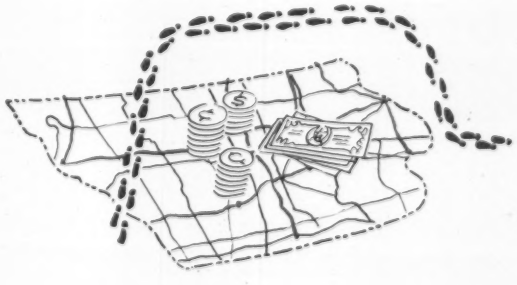
3. Arrange with the friend of a friend of a friend to get a refrigerator wholesale, then return it because it's the wrong color.



4. Ignore the warning outside the door of a photographer's darkroom.



5. Change a 4-color page to black-and-white after the comp is finished.



6. Bypass Eastern Iowa in developing a tv schedule for a product that requires buying power.

WMT-TV

Channel 2. CBS Television for Eastern Iowa
Mail Address: *Cedar Rapids* • Reps: *The Katz Agency*

KLZ's newest LIVE PERSONALITY already a selling sensation!

JACK WELLS

Monday thru Friday Morning & Afternoon

MAN-SIZED SELLING

7:15 to 9 a.m. and 4 to 4:55 p.m.

Entertainment as the listener likes it . . . songs at the piano . . . popular (middle of the road) recorded music . . . informative quickies from time to lost pets . . . plus *solid* sell . . . has endeared JACK WELLS to listener and client alike!

For full details, call your KATZ man or Lee Fondren in Denver.

KLZ radio 560 KC

CBS IN DENVER . . . Represented by The KATZ Agency

tain and the cuddling of its co-stars to wink at the audience. Sample: Jane receives a package in the mail (the incident that sets off the plot); hubby is asleep; Jane tells him a package has arrived; Dick, whose head is face down in the pillow reaches out, his hand lands on Jane's knee, he hesistates then says—"It's rather soft isn't it?"

A word about the audience laughter. The canned chuckles are out of step with an otherwise well-produced show.

The co-stars are closer to Nick and Nora Charles than are Peter Lawford and Phyllis Kirk, the husband-and-wife team on the new *Thin Man* series (NBC-TV, Fridays) [IN REVIEW, Sept. 30]. Advice to MGM-TV: swap titles of the two shows, lend Asta to Dick and his lovely British duchess, and you've solved the *Thin Man's* problem for the season.

Production costs: Approximately $40,000. Sponsored by Helene Curtis, through Gordon Best Inc., and Mogen David Wine, through Edward H. Weiss & Co., on CBS-TV, Saturdays, 8:30-9 p.m. EDT. Started Sept. 28.

Producer and director: Sheldon Reynolds; executive producer: Nicole Milinair; writer (Sept. 28 play): Harry Kurnitz.

Cast: Patrick O'Neal and Hazel Court.

CRESCENDO

From the swirling, translucent shapes that imaginatively introduced the show to the last fade-out of Rex Harrison, "Crescendo" should have been a joy—and some of it was.

This first, highly-touted 90 minutes of the *Du Pont Show of the Month* series was a giant kaleidoscope of talent. Moulding it all into cohesive entertainment was a task of no mean proportions, and its tempo, style and continuity showed the fine hand of producer Paul Gregory.

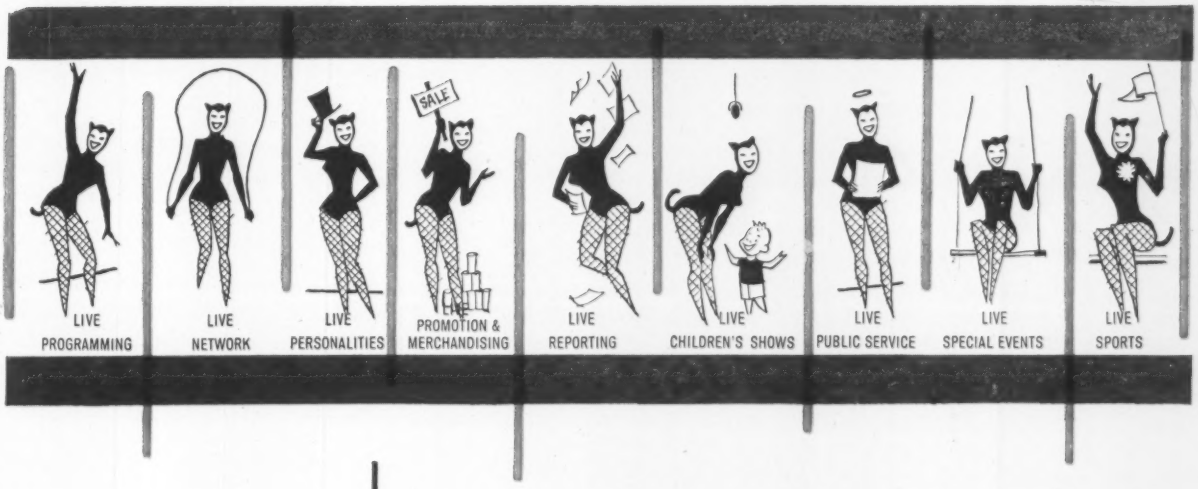
Unfortunately, Mr. Gregory's story line was not quite strong enough to hold all the weight it was asked to bear. Basically, Rex Harrison as a "just-off-the-boat" Englishman went around America in 90 minutes, with America's music changing him from a reluctant visitor to an enthusiastic fan. At the end of the program, the show's skeleton was somewhat bare—but the padding was often so delectable that it almost didn't matter.

As is usually true when an enormous amount of talent is amassed, some of it is very good—and by comparison, some is not. But there *were* magic moments—Satchmo and Harrison singing together, the wondrous, brassy enthusiasm of Carol Channing, the complete joy of Stanley Hollaway and Julie Andrews. Too brief a snatch of Goodman music served as a somewhat poignant reminder of how good swing was.

The tremendous pace at which the show moved was a saving grace, and here again the credit must go to Mr. Gregory. Fine choreography, stunning sets and costumes were an added plus, shown off to their best advantage by excellent handling of a large group on the stage. Interesting camera work added to the professional flavor.

"Crescendo" was overwhelming, interest-

continues on page 124



THE STATION WITH NINE LIVES

In tune with Texas' taste —
closer to Houston's heart —
the right combination of
shows and showmanship.

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, New York

KTRK-TV
THE CHRONICLE STATION, CHANNEL 13

Turn to page 26 →

The horse who wasn't really thirsty...

One thing you can say for horses. The bright ones have a mind of their own. This is why, as people are sometimes heard to observe, you can lead a horse to water but you cannot make him drink.

Individuality like this is not exclusively a trait of horse-sense. It extends, for example, to prospective readers of radio-television business publications. You can mail free copies to 'em until your circulation statement is red in the face . . . but you can't make them read unless they want to read. Therein lies the moral of our message.

Just as horses drink only when they're thirsty, human beings are willing to *pay* only for things they want. This is why, we insist, the only accurate index of a radio-TV magazine's worth is the *PAID* circulation it can muster . . . the number *and kind* of subscribers willing to pay money for what it offers.

BROADCASTING-TELECASTING, by the way, has more *paid* distribution than all other radio and television business papers combined. Nearly 18,500 paid-for copies weekly, says the *verified* count made by the Audit Bureau of Circulations for the first half of 1957. And 5,053 of these go to the agency-advertiser category. Again, more *paid* than anybody.

Significantly, B-T is the *only* radio-TV magazine that has the courage to be a member of the ABC – and, thereby, can offer the commonsense, widely respected audits of *paid* distribution that only the ABC conducts and certifies. Odd, but it's true.

By the way, if you're advertising something you'd like the radio-TV and agency-advertiser crowd to know about, don't you think it's only good old-fashioned horse-sense to run it in BROADCASTING-TELECASTING? Here you can be sure that people get it because they *want* it . . . not because some publication is padding its mailing list with free copies.

BROADCASTING TELECASTING

1735 DeSales Street, N.W., Washington, D. C.

a member of the Audit Bureau of Circulations

CASE HISTORY—FURNITURE

4000 Radio Spots Give Chain Best Sales Year In History

IT WASN'T COINCIDENCE that fiscal 1956-57 was the biggest year in the history of pioneer McMahan's Furniture Company Los Angeles Division . . . *and* the year of its greatest reliance on spot radio.

"We tried saturation for the first time in 1955-56" recalls Howard E. Summers, promotion manager. *"Results were so good that in the ensuing year we bought over 4,000 one-minute spots. Our reward: the best sales year on record!"*

RADIO NOW GETS THE BULK of the ad budget of this furniture and appliance chain—40% of the radio budget goes to KBIG.

"KBIG acts as a local medium for all the stores" writes **Paul Grannis, President, Columbia Pacific Advertising Agency, Long Beach.** ***"In addition, it pulls more than its weight in sales. An example is our Blackstone Washers campaign which quadrupled sales from January to July. We're buying 1,500 McMahan's spots a year on KBIG alone."***

Huge, sprawling, rich Southern California can be sold *best* by radio . . . KBIG plus other stations if, like McMahan's, you want 100% dominance; KBIG alone, for greatest coverage at lowest cost.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Theodore Gerard Bergmann

Television is to Parkson Adv., New York, what the program is to a network or station. That's how Parkson's board decided to elect from tv's celebrated ranks one of the younger veterans to lead the agency on a new expansion program that will carry billings into the $20 million category next year.

Ted Bergmann, former NBC page, tv salesman and network head, was still unpacking while conducting business last week as the new president of Parkson, located on Park Avenue.

Much of his career, he says, can be attributed to the dynamic rise of television. To him, tv is a medium in which he has a firm faith, strengthened by his years of association with it.

The 37-year-old agency president is no newcomer to the agency field. From January 1956 until last Monday, Mr. Bergmann served McCann-Erickson in New York as a vice president and associate director of radio and television [B•T, Sept. 23]. With M-E, Mr. Bergmann was responsible for about 50% of the agency's national tv program activities handled through the home and regional offices.

Part of Mr. Bergmann's credo can be traced to a bit of advice given him by one of the VIPs of the radio industry who made a junket to Europe in the fall of 1945. Mr. Bergmann then was conducting officer (with SHAEF) of the group. One prominent industry leader counseled, "Young man, after the war, get into television. That's where your future lies." He's never forgotten those prophetic words.

Theodore Gerard Bergmann was born Sept. 12, 1920, the son of Augustus H. and Johanna R. Bergmann in Brooklyn. In 1927, the family moved to Great Neck (Long Island) where young Ted attended the schools, graduating from high school in 1936. He spent a year at Governor Dummer Academy at Byfield, Mass., the oldest preparatory school in the country, and attended Amherst College.

He left college, spending a year as a cost accountant with American Home Products. In 1941, he joined NBC as a page. He was hired by Gerry Martin, then head of NBC's guest relations. Fourteen years later, Mr. Bergmann, as DuMont's general manager, hired Mr. Martin as director of sales.

It was during World War II that Mr. Bergmann's aptitude for the electronics art bore fruit. An enlisted man in the Infantry soon after Pearl Harbor, Mr. Bergmann was commissioned a shavetail and assigned in 1944 to the Third Army in France. Reassignment placed the Infantry officer with Supreme Headquarters Allied Expeditionary Force (SHAEF) as second in command of radio public relations on Gen. Eisenhower's staff. Lt. Bergmann (later to become captain) was responsible for writing, directing and airing War Department programs from Europe.

The young officer headed reporter teams, which, armed with wire recorders, interviewed line tank and battery commanders; he described the first air drop made in Germany by the First Airborne Army, a feat that won him a Bronze Star, and he was the only person with a recorder at the German surrender at Rheims.

Back in the U. S. and Washington, Mr. Bergmann in late 1945 was second in command of Army radio at the War Dept. Bureau of Public Relations.

Mustered out of service in 1946, Mr. Bergmann returned to NBC as program-production director. In June 1947, he was on the sales staff at the DuMont Television Network's WABD (TV) New York, transferred to network sales in 1948, became director of sales in 1951, general manager of the network in 1953 and managing director in January 1954 as well as director of Allen B. DuMont Labs' broadcast division. Mr. Bergmann left DuMont in January 1956 to become a vice president and associate director of radio and tv at McCann-Erickson.

Parkson Adv. is a young organization, an outgrowth of Edward Kletter Assoc. set up about four years ago by Mr. Kletter with Pharmaceuticals Inc. (Serutan, Geritol, Sominex, RDX and Zaramin), its first account. J. B. Williams' products handled by Parkson: Williams shaving products, Skol sun tan lotion, Conti hair shampoo and Kreml hair tonic. Parkson's entire growth is attributed to television, with 80% of its anticipated $20 million billing next year to be in network tv.

Mr. Bergmann is the personable type salesman. Of medium height, Ted Bergmann has jet black hair and eyebrows, a soft-spoken manner that nearly disguises a deep-throated "announcer's voice." His family home (he wed Theresa Bull, also of Great Neck, after he returned from the war) is in Manhassett. The Bergmanns have four sons, Douglass, 10; Donald, 7; David, 6 and Jonathan Derek, 3 months.

Parkson's president is active in Manhassett cub scout affairs; likes tennis on a weekend when possible. His list of industry-wide activities is long, including member of the board of governors, Radio & Television Executives Society; former national tv committee chairman, Heart Fund; tv-radio committee of Travelers Aid, and past member of NARTB board.

TIME BUYER
Max Neanderthal says:

"WKMH IS BONECRUSHER FOR DETROIT CLANS!

I've been buying time since before the invention of fire, but I've never come across a better buy than WKMH! You could go through a whole cave of statistics and still not beat WKMH's ratings in Detroit! Whether you use PULSE* or my old standby, PREHISTORIC BROADCAST SERVICE,** WKMH towers above competition like Brontosaurus Rex over a Chihuahua! So if you want a sizzling sales eruption, buy WKMH—it's a real active volcano! "

*According to PULSE—greatest share of audience, 12 to 12 lowest cost per thousand, at ALL hours!

**PREHISTORIC BROADCAST SERVICE—WKMH Knffd brr rxxzyt frs3coyt!

Save up to 15%

BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations . . . **SAVE 15%**
Buy Any 3 Stations . . . **SAVE 10%**
Buy Any 2 Stations . . . **SAVE 5%**

WKMH Dearborn-Detroit
John Carroll, Managing Director

WKMF Flint, Mich.
WSAM Saginaw, Mich.
WKHM Jackson, Mich. Jackson B'cast. & Telev. Corp.
WELL Battle Creek, Mich. Southern Mich. Broadcasters

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.
Represented by Headley-Reed

Would you like to be the life of the Plans Board?

Do you sit idly by, sobbing into your hankie, while someone else hogs the stage?

There's a cure, friend...

At the recent Sportsman's Show, key KTTV personnel interviewed the crowds day after day, getting important answers to questions about Southern Californians and their television viewing habits.

For the first time, this information is available to you ...packed with vital facts that mean business to you.

"How many people enter contests?"

"What time do people go to bed in Southern California?"

"How many people write letters to television stations?"

"Where do people find out about the television programs they watch?"

Fill out the coupon below and the booklet is yours by return mail.

KTTV

Research Department

5746 Sunset Blvd., Hollywood, Calif.

Send me 30,000 Answers About Los Angeles Television.

Name_____

Address_____

City_____ State_____

B

OPEN MIKE

Too Much Meeting Conflict

EDITOR:

B•T could perform a great service if it would set up some central clearing house of meeting dates. Maybe this has been tried unsuccessfully before, but it seems to me if it were widely publicized, every broadcaster's organization would welcome it.

I know that there can be no czar to dictate meeting dates, but it seems that somebody could do something that would be an improvement over the present chaos.

Edward A. Wheeler
President
WEAW-AM-FM Evanston, Ill.

[EDITOR'S NOTE—B•T has grappled editorially with the problem for many years, effecting sharp reductions and consolidations of meetings. We welcome suggestions.]

The Clock Wasn't Stopped

EDITOR:

RE "IS IT REALLY 4:04" IN SEPT. 30 B•T, FT. WAYNE HAS AGAIN SECEDED FROM INDIANA AND WILL REMAIN ON CENTRAL DAYLIGHT TIME THE YEAR ROUND.

Calo O. Mahlock
Program Manager
WKJG-AM-TV Ft. Wayne, Ind.

[EDITOR'S NOTE—In B•T story on the time switches at this time of year, it was indicated that all Indiana reverted to Central Standard Time Sept. 29.]

Was Not Consultant There

EDITOR:

Your description of the Teleglobe Pay-Tv System in B•T Sept. 23 contains a sentence: "Currently, Mr. Sagall is consultant on commercial tv to the governments of Peru and Israel." At no time was I consultant on commercial tv to either of the governments mentioned.

Solomon Sagall
Teleglobe Pay-Tv System Inc.
New York City

[EDITOR'S NOTE—B•T, which based its report on information furnished by Mr. Sagall's public relations counsel, is happy to set the record straight.]

Help to an Advertiser

EDITOR:

Please forward to this department two copies of your latest TELESTATUS section. This information, outlining data on the ever-changing tv picture of today, has proven a valuable aid to us.

George J. Caddo
Advertising Department
Colgate-Palmolive Co.
New York

[EDITOR'S NOTE—B•T's trimonthly report on the status of all tv stations plus program showsheets of the three major tv networks is carried in the first issue of each quarter. The current Telestatus starts on page 125 of this issue.]

Coy Memorial Fund Grows

EDITOR:

The family of Wayne Coy and all at Franklin College are deeply grateful for the response of so many of his friends which will make possible the Wayne Coy Memorial Scholarship Fund. This is one of the finest possible tributes to his selfless public service. . . . It begins to look as if the amount

continues on page 26

1000 FIRST GRAND SLAM IN RADIO HISTORY!

October 1, 1957

NEW YORK
SAN FRANCISCO
LOS ANGELES

Keystone BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

111 WEST WASHINGTON STREET
CHICAGO 2, ILL. · STate 2-8900

TO ALL KEYSTONE AFFILIATES:

This is indeed a proud time in the history of Keystone Broadcasting System.

It is a time when we want to make special mention of our warm feelings of thanks and appreciation to every one of our THOUSAND affiliates.

We think that nowhere in advertising is there a finer or more encouraging example of complete cooperation between a network and its affiliates. As a matter of fact our network is held together -- not by electronic or mechanical means but precisely through cooperation.

Thanks too, to every one of our affiliates for their "beyond the call of duty" efforts to strengthen the effectiveness of our advertisers' campaigns through tireless and continuous PLUS MERCHANDISING assistance. We sincerely believe that no other advertising medium can match the quality and consistency of the merchandising assistance provided by our affiliates.

We look forward to continuing growth and happiness through our association with our affiliates. Believe me. It is a pleasure to be in business with you.

Sincerely,

Sidney J. Wolf
President

CHICAGO
111 W. Washington
Sta 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post St.
SUtter 1-7440

Keystone Broadcasting System Adds Its Thousandth Affiliate!

Hometown and Rural America was never so big—never so celebrated—never so completely *covered* by any advertising medium! Imagine it! For the first time in radio broadcasting history A GRAND SLAM! **ONE THOUSAND** radio stations affiliated with KEYSTONE in the soundest most flexible network available to advertising.

The wonderful thing about the KBS network is that you can buy it as you please—100 stations in "special problem areas" or 1000 stations reaching all of rich, ready and able-to-buy Hometown and Rural America.

We have a hatful of case histories of signally successful advertising campaigns credited to our network. They involve advertisers whose products are household habits across the nation.

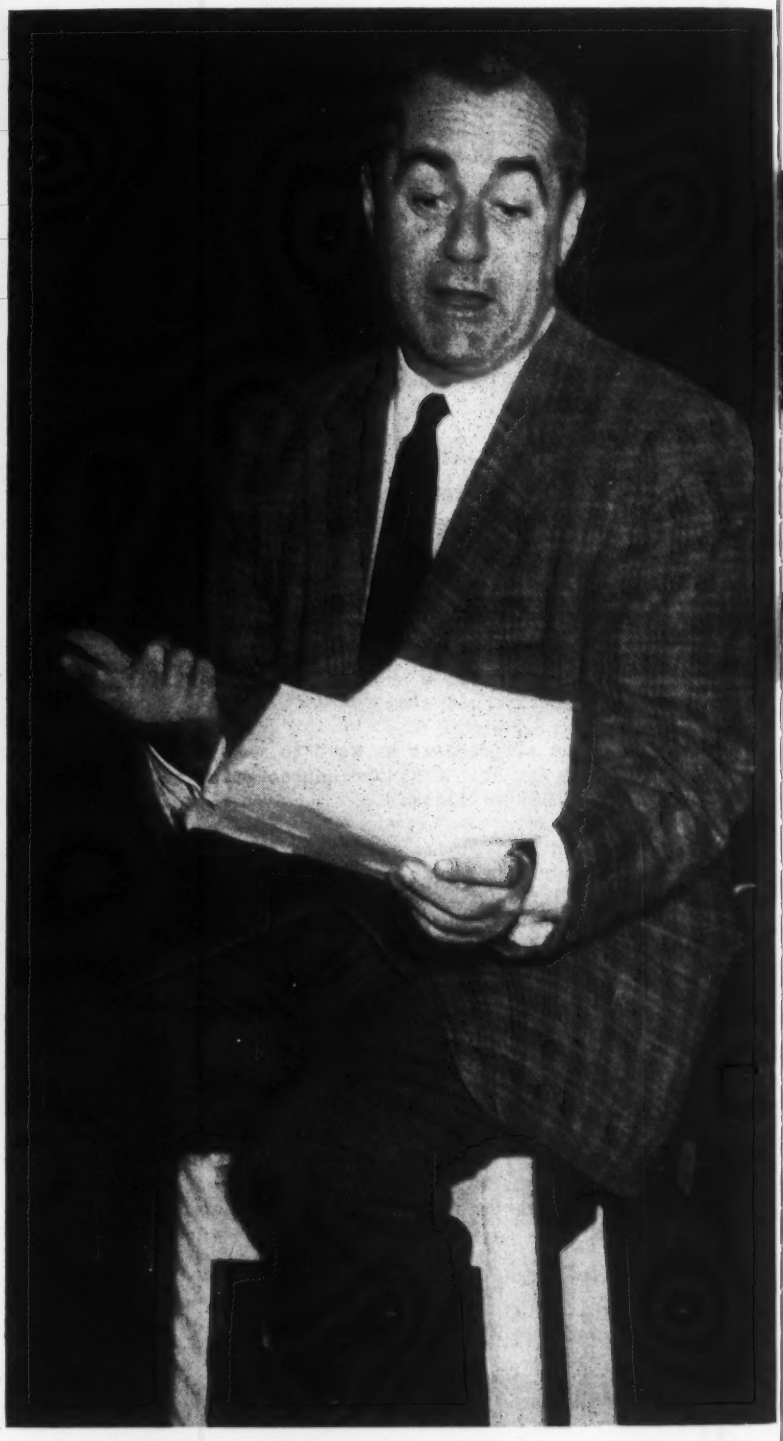
We'd love to tell you our story! Write for our new station list and market information.

Keystone BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

American launches 3

On Monday, October 7, **The Jim Reeves**

The Jim Reeves Show (1-2 pm) is **live,** currently popular music. It stars top singer Jim (Four Walls) Reeves, and boasts the Anita Kerr Singers, Dolores Watson, Buddy Hall and Owen Bradley's orchestra.



The Jim Backus Show (2-3 pm) is **live** music built around the afternoon antics of the many-voiced Jim Backus. It features songstress Betty Ann Grove, baritone Jack Haskell, The Honeydreamers, Elliot Lawrence's orchestra and announcer Del Sharbutt.

big shows on 1 big day!

Show, The Jim Backus Show
and **The Merv Griffin Show**
go **live** on American Radio's
all-new, all-**live** musical line-up.

The big day is October 7.

The big three are Jim Reeves, Jim Backus and Merv Griffin.

And the big sound is **live** music, served up with showmanship and salesmanship and aimed right at the American housewife — the on-the-go woman who prefers music over anything else in her radio diet.

Here are three solid hours of solid fun, all featuring top **live** personalities, **live** singers and **live** orchestras. Here are The Jim Reeves Show, The Jim Backus Show and The Merv Griffin Show. Watch for them, starting Monday, October 7.

The Merv Griffin Show (7:15-7:55 pm) is a live session of music and song, headlining popular singer-actor Merv Griffin, and featuring vocalist Darla Hood, The Spellbinders, Jerry Bresler's orchestra and veteran announcer Doug Browning.

the live one is

AMERICAN
BROADCASTING
NETWORK

LIVE
PROGRAMMING

Live programming . . . half again as much as the other two stations combined makes Houston feel closer to us . . . because we come closer to giving them more of everything they want. They can reach out and touch us . . . and they like it.

turn to Page 50

9=

KTRK-TV
CHANNEL 13 HOUSTON

OPEN MIKE CONTINUED

would justify permanent investment so that the income may honor Wayne Coy in perpetuity. This would be a most gratifying result.

Harold W. Franklin
President
Franklin College
Franklin, Ind.

[EDITOR'S NOTE—Mr. Coy, broadcaster and former FCC chairman, died Sept. 24 (B•T, Sept. 30).]

$675,000 Was Missing

EDITOR:

In the story [B•T, Sept. 23] of a revision in our employes retirement program, a zero has been left out showing our announcement as stating that an initial fund of $75,000 is created by the revised plan, rather than $750,000 which is the correct approximate figure.

To lose 90% of our invested reserve . . . is something to which I call attention. You see virtually all of our employes are readers of B•T too, and they were concerned about their profit-sharing fund in which 63 employes are currently qualified.

John Patt
President
WJR Detroit

The Billion Is for All Radio

EDITOR:

Your fine writeup of the RTES luncheon debate [B•T, Sept. 30] . . . quoted me as predicting a billion dollar network radio volume. In fact, I was speaking of the entire radio industry when referring to this ambitious, but in my opinion, attainable figure. Naturally, we at ABN believe in shooting for high goals. Perhaps our enormous enthusiasm contributed toward this minor error in otherwise excellent reporting.

Stephen B. Labunski
V.P. in Chg. of Programming
American Broadcasting Network
New York

Enters an Objection

EDITOR:

We regret exceedingly your published misstatement that we are a house agency [B•T, Sept. 30]. [It's] most unfair to our clients, our people and our agency.

Don P. Nathanson
President
North Adv. Inc.
Chicago, Ill.

[EDITOR'S NOTE—The remark was made by George Abrams, head of the ANA's Radio & Tv Service Committee, in a tape-recorded interview.]

Bouquet from Four Roses

EDITOR:

. . . You . . . do an excellent job of covering your field.

Emil A. Pavone
Four Roses Distillers Co.,
New York

Broadcasting Publications Inc.

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BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters

Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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Annual subscription for 52 weekly issue: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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And the last shall be

"FIRST IN THE HEART OF ILLINOIS"

CBS TELEVISION

Air date

January 12, 1958

CBS

CBS

WMBD TV

Illinois' 2nd Market

CBS

Peoriarea

1 MILLION WATTS

Plan your campaign now for complete coverage of the prosperous Peoriarea major market.

FOR INFORMATION and TIME RESERVATIONS
call or write
ROBERT M. RILEY, JR.
DIRECTOR OF SALES
OR
PETERS, GRIFFIN, WOODWARD, Exclusive Nat'l. Representatives

ZIV DOES IT AGAIN!

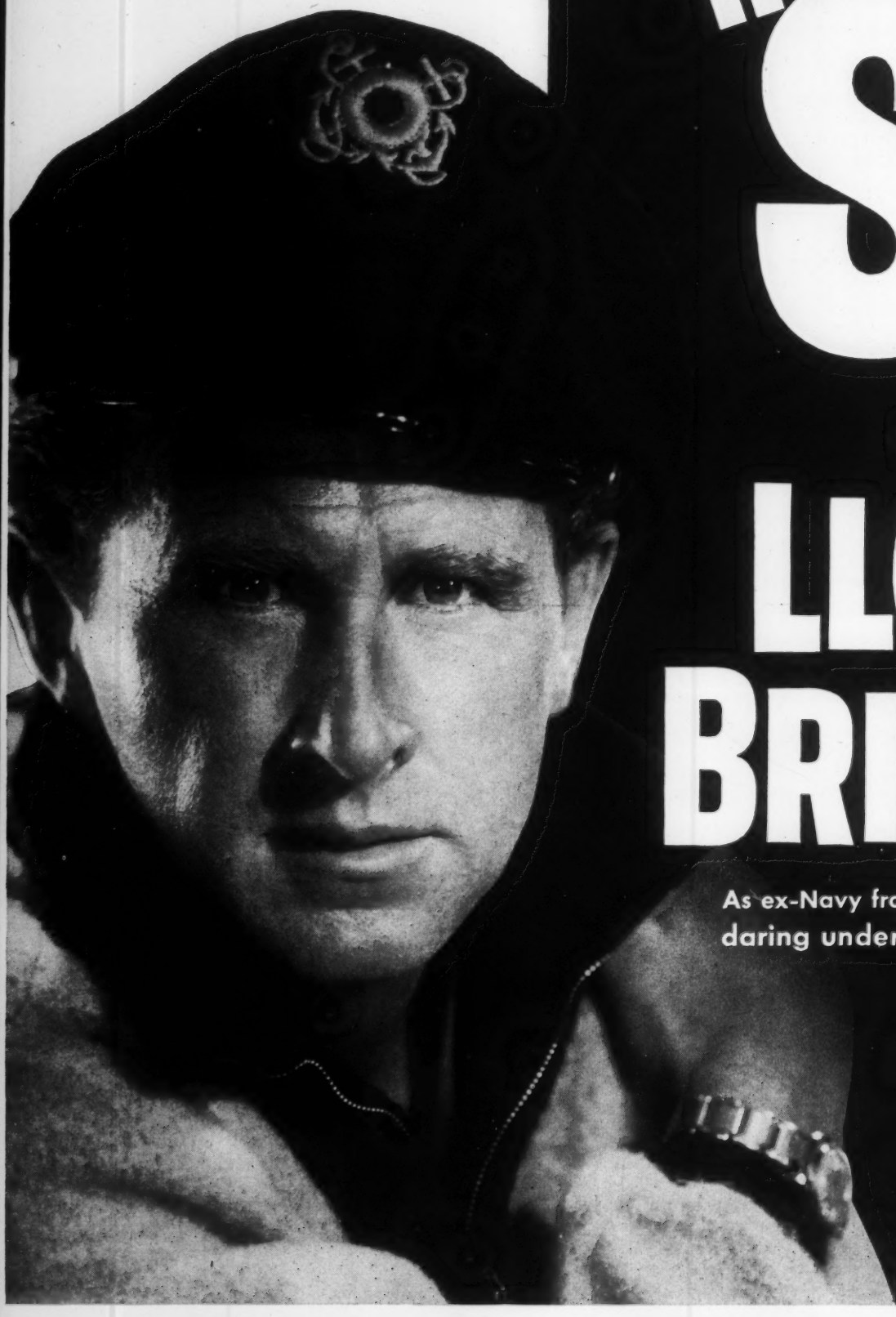
TV's NEWEST *RATING*

"Sea

Starring

LLOYD BRIDGES

As ex-Navy frogman MIKE NELSON...
daring underwater criminologist!



G SENSATION!
a Hunt"
ACTION-PACKED STORIES!
ON LAND, ON SEA AND UNDER THE SEA!
Deep-sea Drama! Underwater Thrills! Mystery! Romance! Excitement! Ziv's thrilling TV innovation is a "natural" to get high ratings...word-of-mouth publicity...sales results! And it's ready to audition now!
NEW DANGER! NEW EXCITEMENT! NEW HIGH RATINGS!
ZIV Television

You're always 'on top' with

KTHV

Channel 11
LITTLE ROCK

KTHV has the highest antenna in the Central South—1756' above average terrain! And that's only one of *eight* reasons why we do such a big job in Arkansas.

The other seven:

1. *Over 240,000 TV Homes*
2. *CBS Affiliation*
3. *Channel 11*
4. *316,000 Watts*
5. *Center-of-State Location*
6. *Superb New Studios*
7. *Know-How Management*

Ask your Branham man for the DETAILS on all these eight *big* KTHV facts!

CBS **316,000 Watts ..... Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

AFFILIATED WITH KTHS, LITTLE ROCK, ARKANSAS DEMOCRAT, LITTLE ROCK, AND KWKH, SHREVEPORT

BROADCASTING
TELECASTING

Vol. 53, No. 15 OCTOBER 7, 1957

BARROW REPORT URGES TOUGH CURBS

- **Says network option time, must-buys, spot sales must go**
- **Wants FCC to regulate networks, cut back station holdings**
- **Sees antitrust violations in network-station rate-making**

The special FCC Network Study Staff last week delivered a massive indictment against alleged concentrations of economic power in television and urged adoption of new and tougher government controls over tv networks and tv station ownership.

The staff, which has spent two years and $221,000 investigating tv networking, issued a 1,485-page report. Its recommendations, if adopted, would:

- Place networks under direct regulation by the FCC.
- Outlaw option time.
- Outlaw must-buy station lineups.
- Prevent networks from acting as national spot representatives for stations other than those they own.
- Impose controls over rate-making to prevent networks from influencing a station in setting its spot rate or from persuading a station to clear network programs on the promise of improving its network rate.
- Tighten multiple ownership rules to forbid any licensee from owning more than three vhfs in the top 25 markets (although retaining the present maximum ownership of five vhfs and two uhfs) and to attach more importance to local identity and diversity of ownership in awarding station grants.
- Require all station sales to be conducted for cash so that applicants other than the proposed buyer could offer comparable bids and be admitted to a comparative hearing. (Repeal of the MacFarland Amendment to the Communications Act, which now prevents outside bidders from intervening in station transfers, would be a necessary preliminary.)
- Require networks to make public all affiliation agreements and proposals for affiliation or disaffiliation.
- Make public all compensation provisions in all affiliation contracts.
- Give the FCC power to levy fines against stations for infractions of its rules.
- Require networks to place programs on non-affiliates, if desired by the sponsors and if affiliates fail to clear.
- Make networks place programs on stations in markets served by affiliates in other markets, if sponsors want exposure in the overshadowed markets.

The staff report—which has been nicknamed the "Barrow report" after the study director, Roscoe L. Barrow, dean of the U. of Cincinnati Law School—also charged there was evidence of antitrust law violations in some network practices.

Option time arrangements between networks and their affiliates, the report said, bear a strong resemblance to the "block-booking" practices outlawed in the movie industry in the Paramount case. In that case a consent decree led to the severance of movie production and exhibition.

An antitrust analysis of option time, the report said, "indicates at least a strong possibility that it would be found to be a *per se* violation of Sec. 1 of the Sherman Act."

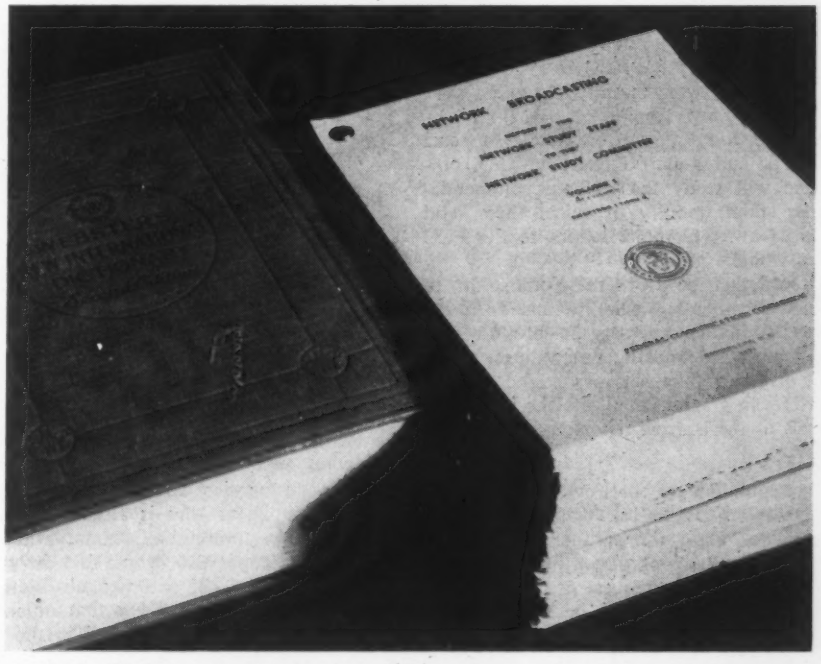
The study staff also said it had found evidence of antitrust violations in network rate-making practices—urging that the evidence be given to the Justice Dept.

The report pointed out that the FCC's Chain Broadcasting Rules prohibit a station from entering any agreement with a network that hindered the station from fixing or changing its non-network rates.

"All networks have engaged in practices which are contrary to the broad purpose of this rule," the report said.

"In the case of CBS and ABC," the report alleged, "evidence exists that the networks have used their power to fix network rates in order to influence the level of the stations' national spot rates in a manner which raises a question with respect to violations of the Chain Broadcasting Rules, and possibly also of the antitrust laws.

"In addition, NBC and CBS have ad-



IF TAXPAYERS can count value in weights and measures, they got their money's worth in the $221,000 Barrow report. The statistics: 1,327 pages of text (roughly 400,000 words) in two volumes, 15 chapters, 158 pages of appendix, 7¼ pounds, four inches thick. The sheer bulk of the duplicating project kept 20 FCC mimeograph operators busy for 581 man hours, most in the last 10 days.

You're always 'on top' with

KTHV

Channel 11
LITTLE ROCK

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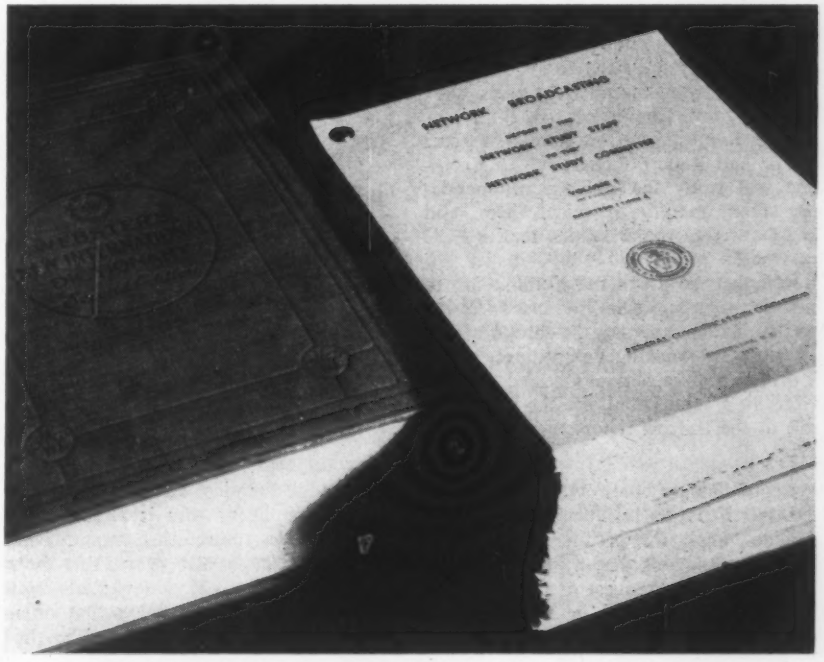

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justed the level of national spot rates of their owned and operated stations in order to influence the national spot rates of their affiliates."

The report said that rate-making among the networks seemed also to have antitrust implications. The Network Study Staff found no evidence of collusion between CBS and NBC in rate setting but discovered that ABC, "which competes with CBS and NBC by setting lower rates for its affiliated stations," had sometimes consulted with the other networks before setting rates for its own affiliates.

"The other networks have cooperated in providing the desired information," the report said. "This practice among the three networks is not compatible with the Commission's objective of preserving free competition and may have antitrust implications."

The staff report also moved into the realm of programming—to the extent of urging that the FCC look more closely at program performance when considering license applications and renewals.

"It is only through a consideration of service or programming structure that the public interest concept can be given meaningful content," the report said.

The staff recommended that the FCC weed out licensees with questionable programming records and replace them with "more substantial licensees." (See summary of chapter 3 below.)

The report examined programming only in respect to the Commission's consideration of that subject in granting station permits. Although the staff amassed much information about network and film programming, it was unable to complete its work in that field. The staff has recommended that its programming explorations be completed.

Some of the Barrow report proposals would require legislation; others could be put into effect by the FCC on its own.

The report was submitted to the FCC's Network Study Committee composed of Chairman John C. Doerfer and Cmrs. Rosel H. Hyde and Robert T. Bartley. This committee will study the staff's recommendations, adopt, modify or reject them, and pass its own recommendations to the FCC as a whole.

It will then be up to the Commission to decide whether it wishes to act. If it decides to invoke any of the proposals, it must begin rule-making proceedings, which will involve public hearings.

Here, in greater detail, are the main proposals of the Barrow report as listed briefly above:

• **Regulation of networks:** The report urged the FCC to ask Congress for authority to "apply the pertinent parts of its rules and regulations directly to networks." Before making the request of Congress, the Dept. of Justice should be asked for its views, the report said.

Pending the passage of such legislation, the FCC ought to beef up its own chain broadcasting rules which apply to all stations, including those owned by networks, to conform with general recommendations of the Network Study Staff.

• **Prohibition of option time:** The FCC ought to rule out option time but should not ration or otherwise limit the amount of programming that a station may accept from any source. "The language of the Commission rule should be phrased so as to preclude similar or more restrictive arrangements which might appear if option time is abolished."

• **Prohibition of must-buys:** The FCC ought to rule out must-buy requirements based on minimum station lineups (like those in use at CBS and NBC). The ABC version of a minimum network purchase in terms of dollars would be permissable.

• **Elimination of networks from spot representation:** The FCC ought to prohibit networks from representing stations other than their own. "A reasonable period of time, such as two years, should be allowed for the stations to transfer their representation to a non-network organization."

• **Imposition of controls over rate-making:** New rules should be adopted or present rules expanded to prevent networks from influencing the non-network rates of affiliates or using network rate-setting to influence program clearances. Evidence of both practices has been discovered by the staff, and it should be submitted to the FCC for action under present rules.

BARROW PROPOSALS IN FULL TEXT SEE PAGE 100

• **Tightening of multiple ownership rules:** "In the long run," said the report, "the Commission should seek through its regulation a pattern of ownership which approaches as closely as circumstances permit the objective of limiting station ownership to one station for each licensee."

Meanwhile, the staff recommended the adoption of a rule "which establishes presumptions that a local applicant will serve the community interest better than an absentee licensee and that an applicant who owns no other station will be in a better position to service the local community than an applicant who is already licensed to serve one or more other communities.

The FCC ought also to rule that the present limit of five vhf and two uhf stations per licensee be retained but that no more than three vhfs may be owned in the top 25 markets. The staff suggests three years as the time in which multiple owners now having more than three vhfs in the top 25 markets would have to sell off their extras.

Networks, it is suggested, should find it more difficult than other multiple owners to expand to their full limits. If networks, having been forced to dispose of all station holdings but three in the top markets, should seek to re-fill their station portfolios through acquisitions in small markets, the staff report suggests a hard road.

"The presumption against a network multiple owner or local ownership and diversity grounds should, in a comparative hearing context, be overriding unless it can be demonstrated that acqusition of the station or stations is essential to the financial welfare of the network and that financing from conventional capital sources is not available.

• **Requirement that affiliation contracts be made public:** The FCC should rule that networks must file reports of all affiliation changes and the reasons for them, reports of all requests for affiliation and the disposition of them, including reasons, and statements of criteria governing affiliations and disaffiliations. The FCC itself should make public the affiliation contracts, including compensation information, which licensees are now required to file.

"The possibility of arbitrary, discriminatory or restrictive action in such areas as affiliation, disaffiliation, rates and compensation can be substantially reduced if adequate pubilcity is given to network actions," the report said. "In this way, these industry practices will tend to be self-regulating, and bargaining power may be kept within reasonable bounds without further Commission action."

• **Giving FCC the power to levy fines:** At present the only sanction that the FCC can apply against a licensee is the removal of his license, an extreme penalty. The Network Study Staff suggested that the FCC ask Congress to empower it to assess fines for violations of its rules.

"Since the magnitude and importance of the rule infractions are likely to vary from case to case," the report said, "the Commission should be permitted some latitude, within prescribed limits, in relating the amount of each forfeiture to the nature of the infraction and the particular circumstances involved."

• **Extending network service:** The FCC should "seek comments" on the proposal that networks be required to provide affiliated stations in markets not ordered by an advertiser a chance to carry the program with commercials deleted, "upon reasonable payment by the stations to the network and the advertiser."

The staff also recommended a rule requiring networks to place programs where the advertiser chooses when affiliates fail to clear.

Here is a chapter-by-chapter summary of the report:

CHAPTER 1 *Introduction*

It is the impact of network practices on competition that is stressed as the goal of the network study. This point of view is in-

VARIATIONS ON FAMILIAR THEMES

The report issued last week by the FCC Network Study Staff had many points in common with those in reports issued earlier this year by Kenneth Cox, special counsel of the Senate Commerce Committee [B•T, July 1], and by the House Antitrust Subcommittee, headed by Rep. Emanuel Celler (D-N.Y.) [B•T, June 10].

On two subjects, option time and must-buys, the FCC staff report, prepared under the direction of Roscoe L. Barrow, dean of the U. of Cincinnati Law School, was especially compatible with the views expressed by Richard A. Moore, president of KTTV (TV) Los Angeles, in testimony before the Senate Commerce Committee a year and a half ago [B•T, April 2, 1956].

Here are summaries of what the reports and Mr. Moore said:

OPTION TIME

Moore testimony: Option time restricts the tv licensee from exercising its own judgment. Restricts advertisers from using tv on a freely competitive basis. Restricts creative talent from presenting its products on tv. Restricts unaffiliated stations from presenting the finest possible programming. (The same criticisms also were applied to must-buy policies by Mr. Moore.) Operates in much the same manner and serves the same purpose as did the practices of block booking and blind selling in the motion picture industry which were held illegal in the Paramount case. No adequate justifications of economic necessity for option time and must-buys, and both are illegal under the Sherman Act. Should be prohibited by FCC because both practices are in restraint of trade.

Cox report: Option time enables networks to exert tight control over programming to the competitive disadvantage of other program services and the detriment of local public service programming. Has made film syndication a risky business by monopolizing prime evening time. "Only if something is done to limit or adjust the option, so as to open up part of the prime viewing periods to non-network programming, can the local and regional advertiser be given free and competitive access to the vital television medium."

Celler report: Option time places national spot and local advertisers at a competitive disadvantage. Has effect of "discriminating in favor of networks and network advertisers as against affiliated stations and non-network advertisers." Restricts the public's choice of programs. Asked FCC to consider option time changes and warned it will maintain "a continuing interest" because of antitrust aspects.

Barrow report: Option time is probably a *per se* violation of the antitrust laws. The FCC should rule it out.

MUST-BUYS

Moore testimony: Serve the same purpose as master agreements in the movie industry declared illegal in the Griffith theatre case of 1948. Limit the opportunity of the independent film producer to sell to advertisers who do not have complete national distribution. Option time and must-buys give networks "virtually complete control" over what is broadcast by affiliates during prime evening hours. Mr. Moore asked that FCC regulations be amended to prohibit time options and must-buys and that a station be prohibited from accepting more than 75% of its programming from any one source.

Cox report: Must-buys bar local and regional advertisers from network television, with few exceptions. Some steps "must be taken by the FCC to open up the best viewing periods to non-network programs and advertisers to allow the national advertiser freer choice of stations and to give the independent stations a better chance to sell time . . . [applies to both option time and must-buy]." Some minimum network requirement is reasonable but it should be based on dollars not stations. Evidence of antitrust violations in both practices.

Celler report: No need for must-buys since most advertisers order in excess of basic required stations. Advertiser should not be forced to buy a station it does not want to use. FCC should consider a rule permitting gross minimum time charges instead of must-buys, with the figure low enough to allow the advertiser flexibility in picking stations. (Also same objections as listed under option time.)

Barrow report: An antitrust analysis of the must-buy practice "creates serious doubt as to its legality." The must-buy has given networks a strong bargaining power over affiliates. The FCC should prohibit must-buys and instead sanction a minimum dollar purchase.

MULTIPLE STATION OWNERSHIP

Moore testimony: Did not emphasize this subject.

Celler report: Has hampered competition, and network ownership of stations may lead to undue concentration of control. This would create a conflict of interest on the part of the network as between its affiliates and its owned stations.

Cox report: Networks should be permitted to own "some stations, but serious consideration should be given to the possibility that they have exceeded their legitimate needs in this regard."

Barrow report: Urged FCC curbs now and long-range objective of one station to a licensee. Recommended immediate rule restricting licensee to no more than three vhfs in top 25 markets.

AFFILIATION AGREEMENTS

Cox report: Suggested networks be required to "specify the objective criteria which they employ in fixing station rates" and that length of affiliation contracts be extended from three to five years. Also suggested that all affiliation contracts be made public.

Celler report: Found "widespread, arbitrary and substantial differences in the terms accorded by each network to its individual affiliates," especially in station compensation. These differences favor large, multiple-station licensees, with the small, independently-owned station suffering. The FCC should consider making network affiliation contracts public.

Barow report: Recommended all network-station agreements, and proposals for agreements, be made public—including information on compensation to stations.

MR. MOORE | REP. CELLER | MR. COX | DEAN BARROW

tensively repeated throughout the first chapter.

From this benchmark, the study surveyed such areas as the opportunity for competition between networks and non-network organizations; the affiliation relationship between networks and stations; multiple ownership; network operations other than network broadcasting (station representation, film syndication, program ownership, etc.); intercity line rates, and direct regulation of networks by the FCC.

Because the information on programming is still to be submitted, a supplemental report on this subject will be made at the earliest opportunity. Early this summer, four film producers balked at furnishing to the staff what they considered confidential financial information. The FCC issued subpoenas and, after litigation, the FCC's right to demand the data was upheld by the federal district court in New York. An order has not yet been issued, however, and when it is, some time must elapse before the requested information is submitted. The program report will be submitted later.

Recommended for further study—because there was not enough time to do a proper job—were such subjects as: (1) joint ownership of radio and television networks and of radio and tv stations; (2) network ownership and related interests; (3) talent contracts; (4) alleged tie-ins between the sale of a network-owned program and network prime time; (5) the status of radio today, and (6) the allocations problem.

The study offered no recommendations regarding such alternative methods of feeding network-type programs to stations as (a) news association syndication whereby all stations may buy programs; (b) toll tv, and (c) federal subsidy for uhf development.

The study, according to the introductory chapter, is not entirely critical of networks. Networks are given credit for pioneering tv, for technical developments in transmitting and receiving equipment, and for public service and sustaining programming.

The report resulted from a "study" technique, it is explained. This was choosen in lieu of public hearings where, it was felt, the information desired would be secured laboriously. And, it was emphasized, much information would be withheld since the hearings would be public.

The study technique comprised four elements, it explained. First, all available information at the FCC was scanned and studied. Then conferences were held with all segments of the industry—networks, stations (both affiliated and independent), program producers, film syndicators, station representatives, advertisers, advertising agencies, AT&T representatives. Staffers also visited selected groups of stations and markets. Finally, detailed data was secured via a series of intricate questionnaires to all elements of the broadcasting industry.

Financial and competitive information was secured on a confidential basis, it was pointed out, only aggregates were used. However, it was noted, where specific identifiable information was necessary to make a point, this was done.

The report makes recommendations in three distinct fields, it was pointed out. Some of these are for changes in FCC rules—requiring the usual administrative procedures. Others are suggestions for legislation, to be submitted to Congress. And, finally, evidence of antitrust violations are urged to be submitted to the Dept. of Justice.

The final pages of the introduction deal with the organization of the report.

CHAPTER 2 *The Television Industry: Development and Operations*

"In brief, the shortage of station facilities has militated against the full development of a nationwide, competitive television system."

That short sentence in the middle of Chapter 2 comes closest to putting the finger on the basic problem.

The entire chapter is devoted to a generalized outline of the history of television and the practices that are followed today.

Television has "one major structural weakness," the report stated. It is limited in its potential for station growth. This is due to the fact, the report declared, that tv began in the vhf portion of the radio spectrum, where only 12 channels were available and where only 500 commercial stations can be assigned. Uhf, it is noted, failed to develop as expected "for a variety of reasons." Of the 475 tv stations in operation in mid-1957, it is pointed out, 389 are vhf. This means, the report stated:

"The relative shortage of facilities has important repercussions for the development of the industry and for regulatory policy. It has tended to limit inter-network competition, the opportunities for the development of non-network program suppliers, the development of local programming, and the opportunities for growth of local community outlets."

The review of television's early development is of historical interest. The report referred to the 1940 FCC hearings on tv standards; the establishment of the National Television System Committee; the 1941 approval of commercial operation; the World War II freeze on stations; the institution of the Radio Technical Planning Board in 1943; the 1945 report allocating 13 channels in the vhf band on a shared basis and the assignment for tv experimentation of the uhf band.

Also the 1945 hearings on rules and standards for commercial tv; the 1946-47 color proceedings; the 1947-48 proceedings which resulted in the deletion of ch. 1; the engineering conference of 1948 and the subsequent freeze on tv application processing; the establishment of the Joint Technical Advisory Committee in 1948; stratovision and polycasting; the *ad hoc* committee; the Condon committee on color tv potential; compatible and incompatible color tv.

And the adoption of the CBS sequential color system in 1950; the faint beginning of color telecasts by CBS in 1951; the October 1951 order of the Director of Defense Mobilization to CBS to cease color set production due to the Korean War; the "Third Notice" of March 1951; the "Sixth Report and Order" of April 1952, and the adoption of compatible color standards in 1953.

Station "profitability" increased sharply between 1950 and 1952, the report noted, and networking also became profitable by 1952. This mainly was due, it was explained, because of the freeze which left the 108 operating stations in a protected position. In fact, it was pointed out that 40 of the 108 stations were the only stations in their communities.

With the resumption of tv processing in 1952, the sharpest growth took place between 1952 and 1954, with total stations moving from 108 to 380. From 1954 to mid-1957, the report mentioned, only 95 more stations were added to those in operation. This slow down in growth rate resulted from, the report alleged, (1) uhf difficulties, (2) lack of additional vhf facilities in large markets, and (3) delays in concluding comparative hearings.

Nevertheless, the report noted, the num-

LEGISLATORS *have long awaited the Barrow report, and received top priority when it broke last Thursday. Joe Sitrick (here entering the Senate wing of the Capitol), legislative assistant to FCC Chairman Doerfer, and two assistants hand delivered more than 100 copies to Hill offices at noon Thursday. The recipients: members and staff of the Senate and House Interstate Commerce committees dealing with independent agen- Subcommittee, the Senate Small Business (Morse) Subcommittee, the House Committee on Legislative Oversight (Moulder), the Senate and House Appropriations Subcommittees dealing with independent agencies, the Senate and House majority and minority leaders, and other congressmen who had made special requests to receive it.*

The Barrow Report — an editorial

SOME time will elapse before the full impact of the FCC staff Network Study Report is absorbed by all of the entities in television—and all are affected. It is a tough report, recommending for scrutiny by the FCC, Congress and even the Dept. of Justice, practically all of the network practices, real or imagined, that have figured in speculation over many months.

The ponderous report—two years in the making—can be expected to bring volcanic eruptions from the old-line networks and many of the multiple owners. If implemented as written, which is highly unlikely, it will affect the operations of all stations and expose publicly the contractual relations of networks and stations, invading an area always regarded as beyond the regulatory domain. It would permit imposition of fines, and would make extremely difficult, if not almost impossible, the buying and selling of station properties.

On the other hand, many stations, their representatives, non-network program syndicators, and all independent tv stations can be expected to applaud parts of the report. Even the networks might admit that it is not as extreme as they had expected, based on the kind of field investigations the Barrow staff had conducted.

Actually, the study staff has not completed its work. There are no conclusions on programming and talent, a critical part of the overall study. Time ran out on the staff, which actually completed its field work last June 30 when its appropriation terminated. Since then the courts have sustained its right to obtain information from program syndicators, and this phase presumably will be completed by the new Office of Network Study established in the FCC's Broadcast Bureau.

It should be remembered that the staff report (see pages 100 through 106 for full text of its recommendations and conclusions) is preliminary. It was prepared for the FCC's Network Committee of three commissioners. Definitive action is unlikely for many months, since rule-making hearings would be entailed in the normal procedure, and these would come only after the Network Committee and then the FCC itself will have acted.

But that does not mean the report will vegetate until the FCC acts. Copies, by request, have been supplied the committees of Congress dealing with communications legislation. The recommendation that networks be licensed, for example, is one that will be embraced by Sen. Bricker (R-Ohio) who has introduced bills to that end at the last two sessions. Rep. Celler (D-N. Y.) can be expected to pick up the Barrow ball to implement his pet projects.

There have been no significant actions involving the network-affiliate relationships since 1941 and those chain-monopoly regulations were written in the heyday of radio and before television became a factor. Because of the tumult on Capitol Hill, a study had to be made.

The Barrow report, involving an expenditure of $221,000, is the result. It is an *ex-parte* report. Because of the mandate under which the study group functioned, it could not possibly have come in with a clean bill. We think many of its recommendations are extreme and that some veer dangerously close to public utility controls. Ignored in the recommendations but woven into the narrative are comments that envisage program controls and a return to the "Blue Book" philosophy of back-door censorship. Other sections of the report are similarly loaded with time bombs.

The sober, restrained, legal approach is deceiving. It is perhaps best appraised as a firm and not wholly unexpected first step. It cannot be taken lightly.

bers of tv sets and homes have doubled from 1952 to 1956; the percent of tv saturation has almost doubled; broadcast revenues have almost tripled, and broadcast income (after federal income tax) has tripled.

Network advertising, the document reported, accounts for 45% of time sales and half of total tv advertising expenditures for time and programs. There were around 350 network advertisers in 1956, the report said, with the top 50 network advertisers purchasing almost 75% of network gross time billings in 1956. TvB reported 4,400 advertisers bought national spot in 1956, the report stated. The top 50 national spot advertisers bought over 45% of the gross time billings in this category, the report noted. Thus, it added, since some advertisers are in the top 50 in both groups, fewer than 100 advertisers order the major share of network and national spot advertising.

The report referred to the Celler Committee report which held that 15 leading agencies accounted in 1950 for close to 50% of all tv advertising billings.

This is what the staff found to be the principal functions of a network: the sale of time or facilities of affiliated stations to a network advertiser; the production or supply of a comprehensive program service to stations, including both commercial and sustaining programs; providing the means of interconnecting affiliates via AT&T facilities.

Networking, the report observed, was the "catalyst" which brought about wide public acceptance of the new tv medium.

The staff referred to seven networks—ABC, CBS, NBC; the defunct DuMont Television Network; National Telefilm Assoc. (NTA); Sports Network and Program Service Inc. NTA is a film network; Sports Network provides regional sports coverage, and Program Service Inc. is an organization started by Sylvester L. (Pat) Weaver Jr. and designed to deliver live programming to independent stations.

The report described the networks' station ownership, basic or primary affiliation list, secondary or optional affiliations, general details of affiliation contracts and facilities contracts (with advertisers). The three national networks, it was stated, have over $40 million invested in tangible broadcast properties, with total assets as of Dec. 31, 1955, of about $160 million. Both CBS and NBC have been "highly profitable" in recent years, the staff reported, while ABC within the past two years has broken even or made a slight profit.

A similar description of tv stations is also included in this section of the report. Contained here was the finding that the average tv station programs for 109 hours a week, or 5,600 hours annually. The entire output of theatrical film from Hollywood, the staff found, would fill less than one-tenth of the average station's time. It was also noted that the stations rely on outside sources (networks, film syndicators, etc.) for more than four-fifths of the hours of programming they place on the air. Limiting local programming efforts by a station is the costliness of tv programming, the report observed.

At the middle of 1957, there were 475 commercial stations operating, the staff stated. Station construction ranged from $250,000 to over $1 million in large markets. An "essential" requirement for profitable operation is a network affiliation, the staff emphasized. Most profitable have been the 100 pre-freeze stations in large cities and established before 1952.

"Under normal circumstances such high profit would attract substantial new entry . . . [but this is] effectively limited by the insufficiency of the 12 vhf channels and the difficulties experienced in uhf operation."

The report also delineated the operation and place of independent package producers, film syndicators (syndication film is a "staple" of tv, the staff noted), theatrical film, station representatives (responsible for all spot business which a station receives, except that from its own immediate area brought in by local salesmen), the primacy of "adjacencies" and what is meant by participations. The report stated there were over 30 station representative firms, handling from one to 39 stations. CBS and NBC also handle station representation for their owned stations and for some of their affiliates.

In concluding this section, the staff noted that there were fewer than two dozen affiliated stations not interconnected; that AT&T has more than $200 million invested in program transmission facilities and that in 1956 the three national networks paid about $36 million for this tv service.

CHAPTER 3 *Performance in the Public Interest*

Echoes of the FCC's ill-fated 1946 *Blue Book* attitude on programming are heard in the third chapter of the network study—with the bold recommendation that the

Commission tighten its license renewal requirements to "invite" more applications from newcomers for existing facilities.

"The question might therefore be posed," this section observed, "as to whether more rigorous renewal and transfer procedures, providing for comparative hearings, would not maintain a viable process of continuing licensee selection by 'weeding out' marginal performers and replacing them with more substantial licensees."

Newcomers now are discouraged from bidding against existing licensees because in the few cases where it has been tried the Commission has favored the existing broadcaster, the report read. However, in order to upgrade programming—which the Commission has every right to consider, according to this chapter—the suggestion was made that the FCC set more rigorous programming requirements, thus enlarging the number of questionable licensees—and inviting more applications for these facilities from others.

To prevent multiple owners from taking advantage of this situation, greater influence should be placed on the diversification of ownership issue, it was suggested.

Since the vhf spectrum "for all practical purposes" is now foreclosed to newcomers (except through "the transfer route"), this would be one way of getting newcomers into tv, the report implied.

There is no doubt expressed that the Commission not only has the right to delve into programming, but also the duty.

The Commission has, the report noted, disavowed any intention to censor programming, but has never made any bones about its right to look into overall programming. But, the report observed, specific Commission actions and statements indicate that "intervention into the programming area has been more extensive in scope."

Not only has the Commission given weight in comparative cases to certain formats of programming, or types of programming, but it has specifically objected to spe-

BACKGROUND TO BARROW REPORT

The FCC's network study—the first since the 1938 chain broadcasting inquiry—was instituted largely through powerful members of Congress, particularly in the Senate. Leading members of the Senate Interstate and Foreign Commerce Committee gave the FCC virtual orders to do a thorough report on network operations and practices. This mandate followed a 1954 inquiry into the uhf-vhf problem, headed by Sen. Charles E. Potter (R-Mich.). The Potter investigation was followed by special reports written by Harry M. Plotkin, former FCC assistant general counsel, and by Robert F. Jones, former FCC commissioner and former Ohio congressman. Both had been named as special counsel to the Senate committee for this purpose.

Mr. Plotkin called for a general overhaul of network-station relations. He recommended the abolition of option time, exclusive affiliations and network spot sales organizations. He urged a study of AT&T line charges, multiple ownership limitations and the common ownership of radio and tv networks. Mr. Plotkin was selected in 1954 as Democratic counsel by former Sen. Edwin C. Johnson (D-Colo.), then ranking committee Democrat.

Mr. Jones called for a further study of the entire tv question. He questioned whether the networks maintained a standard affiliation policy. He claimed his inquiry was frustrated by lack of financial information from the networks. Mr. Jones was named by Sen. John Bricker (R-Ohio), when he was chairman of the Senate committee.

Both Sens. Magnuson and Bricker supported the reports. Sen. Bricker is the author of a bill (S-376) that would require the FCC to license networks. At the present time the FCC's jurisdiction extends only to station licensees, but indirectly, because the networks own stations, FCC regulation does have impact on networks.

Sen. Bricker in April 1956 issued a report on what he termed two-network domination of television in which he used hitherto confidential financial data. Its main premise was the purported exorbitant returns CBS and NBC have garnered from invested capital. Sen. Bricker also has suggested that station ownership by one person or company be limited to coverage of not more than 25% of the U. S. population.

The last network investigation was undertaken by the FCC in 1938. It culminated in the 1943 Chain Broadcasting Rules. The right of the Commission to issue these regulations was upheld by the Supreme Court.

For a number of years prior to 1955, the FCC asked for funds to conduct a network study. These requests never got past the Budget Bureau. In June of 1955, however, with the help of the Senate leaders, $80,000 was appropriated for the 1956 fiscal year to initiate such a study. The FCC had asked for $100,000. For fiscal 1957, Congress appropriated an additional $141,000 for this purpose. There was no such appropriation in the 1958 budget. The study was scheduled to be terminated last June 30 when the fiscal year 1957 ended. By FCC action, however, the study staff was continued to today, normal agency funds being diverted to this purpose.

In the fall of 1955, a four-man committee of commissioners was appointed by George C. McConnaughey, then chairman, consisting of himself and Comrs. John C. Doerfer, Rosel H. Hyde and Robert T. Bartley. In September 1955, Dean Roscoe L. Barrow of the law school of the U. of Cincinnati was named director of the study staff (for biographies of staff see page 104). In November 1955 the FCC committee issued its Order No. 1 (see page 99).

Beginning early in 1956, the staff swung into action. Its first moves were orientation meetings with networks in New York. Meetings were also held with other components of the broadcast industry—Station Representatives Assn., American Assn. of Advertising Agencies, Television Bureau of Advertising, the uhf-front Committee on Competitive Tv, AT&T, program producers, network affiliates' groups and non-network, independent station groups. The staff also reported plans to confer with viewing groups such as National Assn. of Parents & Teachers, American Assn. of University Women, League of Women Voters, National Audience Board and National Assn. for Better Radio and Tv.

In the spring of 1956, the staff began sending out questionnaires. The first, in May, went to networks. It was a 12-part interrogation, asking dollars and cents answers to a series of inquiries ranging from networks' compensation to affiliates to payments to networks from advertisers. A similar questionnaire went to affiliates that June.

Other questionnaires were sent to advertising agencies, station representatives and program packagers. Four film producers balked at submitting what they considered confidential financial information and agreed only after the Commission issued subpoenas and a court ruled that the subpoenas were legal. This litigation took place only this spring and summer.

One of the highlights of the staff's meetings came in March 1956 when Richard A. Moore, KTTV (TV) Los Angeles general manager, submitted a significant legal brief charging that the networks' option time practices violate the antitrust laws. The same charges had been made at a Senate Commerce Committee investigation of the whole television broadcasting industry. Mr. Moore also charged that stations' exclusivity provisions in film contracts is in restraint of trade.

Late in 1956 and early in 1957, the Commission had before it several proposals to revise the multiple ownership rules and possibly to abolish them. These limit the ownership of radio and tv stations to not more than seven by any one person or company. In tv, the limitation further provides that no more than five of the seven may be uhfs.

Dean Barrow in January of this year submitted an interim report on this subject which urged that the Commission withhold making a decision until the full staff report had been submitted. In this document, Dean Barrow traced recent trends in station acquisitions, including those by large interests and plans reported by major film producers to acquire station ownership. He stressed that unless limitations are maintained—or even tightened—there would arise problems of undue concentration.

FIRST AGAIN

in the entire area!

First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York; **Forjoe & Co.** in Chicago, Los Angeles, San Francisco, Seattle; **Clarke Brown** in Atlanta, New Orleans, Miami, Dallas

WBRE-TV *Means*

MARKET COMMUNICATION

to the people of 19 Counties in N.E. Pennsylvania

Keeping pace with Wilkes-Barre's, Scranton's, Hazleton's and Williamsport's outward spread as new residential areas are developed, is the distinctly American Institution of the Shopping Center. And right in the center of the Centers is the food market . . . where the people of nineteen Pennsylvania Counties go to buy. To reach these people, WBRE-TV is the station that consistently reaches them with the best programming. WBRE-TV's population coverage is close to 2,000,000 and the latest set count was 350,000. One food market advertiser with a twice-a-week quiz show on WBRE-TV averages 4,000 postal cards weekly, and has been on the station since January 1, 1953.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE* *LACKAWANNA* *LYCOMING* *COLUMBIA* *SCHULYKILL* *NORTHUMBERLAND* *MONROE* *PIKE* *WAYNE* *WYOMING* *SULLIVAN* *SUSQUEHANNA* *BRADFORD* *UNION* *LEHIGH* *SNYDER* *MONTOUR* *CARBON* *CLINTON*

WBRE
TV Channel 28
WILKES-BARRE, PA.

Man has created many ingenious forms of communication . . . none of course as wondrous as Television. Just for its educational value, we suggest you looking up the details of the "Clepsydra," designed by Aeneas Tacitus in 336 B. C. If this is too much trouble, write and we will send you a short story on it. . . . Communication knowledge is a part of WBRE-TV's services.

cific programs (fortune telling, horse racing, questionable medical advice, attacks on persons, officials or religious bodies).

The report pinned this down in these words:

"The three major policy themes followed by the Commission in implementing the public interest standard—competition, diversification of ownership and control, and licensee responsibility—are all linked to programming as the ultimate criterion . . .

". . . administering the Communications Act in accord with the public interest standard necessarily involves the Commission with the programming standard. It is only through a consideration of service or programming structure that the public interest concept can be given meaningful content."

The entire tone of Chapter 3 carries a strong implication that the Commission has been remiss in not being more rigorous in its implementation of some of the criteria which, in recent years, have been under strong attack.

Primary approach, the report stressed, is the public interest. Allied with this is the free and open competitive basis for broadcasting, it was emphasized. The section primarily is a "law journal" article, citing Commission and court decisions, on such elements as the economics of broadcasting, the duopoly rule, deintermixture, monopoly, newspaper combination practices, antitrust laws and rules, multiple ownership, and other fundamental laws and regulations.

Diversity Emphasized

It is when the report reached the diversification issue that a strong attitude was ascertained.

"The seemingly vigorous support given the diversification policy by the Commission in many of its official statements has been seriously eroded by a long series of qualifying decisions," the section stated. This policy should be "accorded a high order of priority on the relative scale of comparative factors," the report said. Because, it continued, as the diversification factor is minimized, so are such other factors as local ownership "which it frequently tends to reinforce."

The importance of local ownership, the staff noted, has been diminished recently by the significance accorded broadcast experience. The report also noted the subject of licensee responsibility, and coupled this with the option time provisions of network affiliation contracts. It referred to the 1950 Don Lee case in which the west coast network was charged with violating certain chain broadcast provisions. This case ended with the FCC renewing Don Lee stations' licenses only because revocation was considered too radical a punishment.

Throughout this portion of the report a strong feeling can be discerned for the merits of comparative hearings where the Commission can delve into factors beyond the "minimum" standards of legal, technical and financial qualifications. It is apparent that the staff was impressed with the powers of the Commission—if it wanted to exercise them.

It was also obvious that the staff was much taken by early, formative decisions upholding the Commission's right to regulate (Chain Broadcasting Rules, multiple ownership, economic considerations, editorializing, etc.), but felt that more recent decisions (St. Louis, Boston, Indianapolis tv cases for example) were qualifying these principles.

CHAPTER 4 *Measurement of Network Concentration and Control*

Network ownership of stations, though confined to major markets, does not provide serious concentration of control of the national tv market, according to the chapter devoted to this subject. The spot representation of a limited number of stations by NBC and CBS is not taken too seriously and "termination of representation by a national spot agency is a matter of substantially less consequence" than loss of network affiliation since there are plenty of other "spot agencies."

The three tv networks were found to control 28.9% of total national spot time sales as station owners and sales agents for other stations and 69.9% of total network and national spot sales (1955 data, before commissions).

These networks controlled 20.2% of the total network-national spot market through station ownership, 46.6% through affiliation agreements and 3.1% through spot representation of independently owned stations, or a total of 69.9%. The report said, "It can be concluded that networks do not have a high concentration of market control with respect to national spot time sales." While networks control only 19.5% of the network time sales market through station ownership, the report said their control of network time sales of affiliates is substantial.

THE *Network Study Committee of the FCC comprises three commissioners: Chairman John C. Doerfer, Rosel H. Hyde and Robert T. Bartley. They were named to this post by former Chairman George C. McConnaughey two years ago. Mr. McConnaughey included himsely on what was then a four-man unit and after his retirement from the FCC, the Commission decided to maintain the group as a three-man committee.*

Control of 62.1% of the national tv time sales market by CBS and NBC (including network sales of affiliates and national spot sales of represented stations), or 70% by the three networks, was said to be "a high degree of concentration by any standard."

Control over tangible telecasting assets nationally "is very low," it was stated, amounting to 27.7% of total industry tangible property or $87.3 million.

Conceding that access to a significant share of the audience is essential to successful network operations, the report said the network access through station ownership can't be called "excessively high." Each network was found to have access to 20-25% of the national audience through station ownership but it is compelled to compete for audience attention with other network-owned as well as independently-owned stations.

As to program control, the report cited Senate Commerce Committee data showing ABC producing 13.2% of its programs, CBS 22.7% of sponsored hours and another 27.1% in collaboration with non-network program sources, and NBC 28.4% plus 18.5% from non-network sources in which NBC had a financial interest (total tv network program time for this data).

Investigation of network control of station time was summed up this way: "In all markets combined in which at least one of the three networks has a primary affiliate, over 100 markets in all, the three networks account for over three-fourths of the total evening time subject to option and for nearly one-third of all the remaining prime evening hours falling between 6 and 11 p.m. Moreover, the network's share of the total tv audience in these markets is probably even greater than their percentage time occupancy."

In terms of total telecasting revenues or expenses, it was stated, the three networks together with o&o stations accounted for about 50% of the telecasting industry in 1955. The networks accounted for 22.5% of total profits (before federal income taxes), or 45.3% when o&o stations are included. This was spread as follows (including o&o): NBC, 21.4% of total tv revenues, 21.7% of expenses and 20.1% of profits; CBS, 20.6%, 20% and 23.2%, respectively; ABC, 7.2%, 8.1% and 3.7%.

Paths to Power

The basic sources of high network concentration were listed as the shortage of tv stations, and the market environment and commercial incentives supporting network-station affiliation. Affiliation, it was said, brings stations a comprehensive daily program service, substantial pay for carrying programs and associated commercial messages plus incentives attracting non-network advertising. "The station selling two announcements in the half-minute interval between network programs may receive as much in net revenues therefrom as it obtains from the network for the previous half-hour," according to the report.

Besides, it was added, affiliation cuts down station operating expenses. Data showed all but four of the 30 affiliated stations in markets of four or more vhf outlets were profitable in 1955, with only five of 16 non-affiliates reporting a profit. In smaller markets network affiliation "may be the key to survival," it was explained, with NBC and CBS having special plans to aid affiliates in these markets.

The chapter dealt at length with the difficulty a new network would have entering this market because of technological and economic problems. The spectrum limits on

CONTINUED ON PAGE 92

BAKERY ADDS RADIO-TV TO RECIPE

- **Broadcast media are ingredients in Sara Lee expansion**
- **They command 70% of bakery's $1.4 million ad budget**

Radio and television have been getting a steadily bigger piece of the cake at The Kitchens of Sara Lee in the half-dozen years that span the rise of the firm's bakery products from a modest beginning to their present national distribution. One big reason is the company's belief that the broadcasting media are ideal for stirring the audience's appetite for Sara Lee's higher-than-average-grade baked goods.

In the process of gaining national distribution, the Chicago company has relied heavily on broadcast media to expand from an initial $15,000 investment to a multi-million business in 1957.

• Item: Sales zoomed from $400,000 in 1951 to $10 million in 1956 and are expected to hit at least $12 million by the end of 1957, according to Sara Lee executives.

• Item: The company currently is spending about $1.4 million on all advertising this year, with radio-tv commanding about 70% of that budget, and its budget may be boosted still further in the weeks ahead.

• Item: Sara Lee negotiated its first network property, with sponsorship of *Arthur Godfrey Time* on 201 CBS Radio stations, five quarter-hours monthly, which started Sept. 20—the result of having gained national distribution.

• Item: The bakery also has bought the *Tex & Jinx Show* on five NBC owned stations as a co-op feature. The contract calls for sponsorship Monday-Friday for two weeks starting Oct. 21 and Monday-Wednesday-Friday for six weeks beginning Nov. 4.

Client and agency (Cunningham & Walsh) principals doubt the bakery firm could have achieved such a phenomenal sales rise and company growth within six years without use of broadcast media. Radio and tv are acknowledged by the company as invaluable in collective ability to project taste appeal to carefully pinpointed audiences for new products in new markets at low cost-per-thousand sales.

The Kitchens of Sara Lee has been a diligent user of radio-tv participation-personality-type programs, special events and sports shows in its hop-skip-jump pattern from market to market. Its formula for utilizing broadcast media, according to Ivan Hill, executive vice president of Cunningham & Walsh Inc. (Chicago division), has been:

"Short periods of high spot concentration on radio and tv, varying from three to six weeks. . . . Telecasts of special, sports and society events, plus family type shows like bowling, which afford a high degree of identification with Sara Lee's fine, premium, high-priced products."

The firm has bought considerable radio-tv time since it started advertising in Chicago in 1951. It used broadcast advertising, Mr. Hill says, because one-minute spot exposures provided a "quick and thorough penetration" and gave the company an opportunity to project effectively the "appetite appeal" of its products (All Butter coffee cake, All Butter pound cake, cream cheese cake and chocolate cake, all now available for mass distribution through supermarkets).

Charles W. Lubin, president of Kitchens of Sara Lee, explains:

"Word of mouth is our most effective advertising—and, in a way, we look at radio and television as an extension of word of mouth. We like the way it can project personal enthusiasm for our products to consumers."

Kenneth M. Harris, Sara Lee advertising manager, emphasizes that radio and tv "have been a very important part of our advertising and sales success—before our period of heavy expansion to the present." He adds:

"Outstanding cooperation from local radio personalities in giving their personal endorsement to Sara Lee products has been an important plus contributing to the success of our saturation announcement campaigns, because we know that the best way for a personality to become enthusiastic about the fine quality of Sara Lee products is to test them. Arrangements were made to deliver each of our cakes to the more than 100 radio personalities on whose programs our commercials were scheduled. The results of this sampling were excellent and in market after market we received reports that the various personalities did extensive ad lib commercials praising the quality of the products they had eaten.

SARA LEE STRATEGISTS: *(l to r) Charles W. Lubin, president of Kitchens of Sara Lee; John P. Cunningham, president of Cunningham & Walsh, and Ivan Hill, executive vice president in charge of agency's Chicago division, which handles Sara Lee account.*

"In earlier campaigns where spot tv participations were a part of our schedule, the cooperation of the local tv personalities was equally fine."

Considerably strengthened by the fresh money and facilities of the new parent Consolidated Foods Corp. (leading national food processor-distributor), which acquired it in August 1956, Sara Lee is moving quickly to expand production, broaden distribution and meet public demand for its products. (It is operated now as an independent subsidiary by its former management. Consolidated's estimated annual volume: $300 million.)

Sara Lee carries radio and/or tv participation programs and spots in 42 states in 60 principal markets. Its coverage extends from the East Coast (Boston, New York, Washington, Baltimore, Philadelphia and Florida) back to Atlanta, Detroit, Chicago and Indianapolis and through such states as Minnesota, Texas, Iowa, Kansas, Colorado and California—everywhere but the Pacific Northwest. With the addition of Arthur Godfrey, it now covers the 48 states.

The number of markets with radio-tv varies periodically with the product or products to be pushed, but the approximate spot formula remains the same: saturation drives running generally three to six weeks in broadcast media.

Among Sara Lee's more recent acquisitions was a bowling show on WOR-TV New York, one of a series of strategically-placed sports programs. (It went into bowling originally last Sept. 5 on WBBM-TV Chicago and was so gratified it renewed the 13-week series.)

Bowling and Sara Lee now have gone their separate ways, at least momentarily, but the kegler sport proved its worth while the shows lasted. They ran 14 weeks on WOR-TV and 26 weeks on WBBM-TV but, with the plethora of such shows, were discontinued on the premise that the viewer's appetite had been satiated. Retailers' sales reports were uniformly good, it was reported.

Sara Lee's temporary enchantment with bowling might seem contradictory, considering that sport's identification with beer advertisers [B•T, April 8], and Sara Lee's own emphasis on a quality approach and identification with notable community and cultural events. (Among its sponsorships: an annual telecast of the Opera Ball, kicking off the Chicago Lyric Theatre's season.)

Says Mr. Lubin, however: bowling now has attained a "new cultural acceptance" and is recognized as a major sports vehicle for the entire family in which both men and women participate.

Sara Lee's bowling commercials on WBBM-TV's *Tv Bowling Classic* were handled by Lee Phillip, Chicago broadcast personality, and tailored to create "appetite appeal, particularly among women, who form the largest part of television's bowling audience," according to Sara Lee.

Always a staunch user of personality shows, Sara Lee executives find it difficult to believe that any personality who handles its commercials could be anything but "genuinely enthusiastic" about the "mouth-watering quality" of its products, and say this enthusiasm is bound to be communicated to televiewers. The basis of this faith is Sara Lee's stress on use of "quality ingredients."

As for the economy aspects, Sara Lee found *Tv Bowling Classic* an effective vehicle because it was (1) low-priced live entertainment, with acceptability and ratings

Radio Chicago

WJJD

NOW **1ST** in the Aug.-Sept., 1957,

HOOPER RADIO AUDIENCE INDEX*

* for the period from NOON to 6 P.M. Monday through Friday. WJJD is THIRD from 7 A.M. to NOON Monday through Friday and gaining faster all the time!

This successful radio programming is also being used by Radio Baltimore WCAO, Radio Boston WCOP and Radio Memphis WMPS with the same magnetic audience attraction in those markets. **No gimmicks, no giveaways, no promotions, just solid programming for solid listeners who really listen!**

Keep your eye on these other Plough, Inc. Stations:

Radio Baltimore **WCAO** | Radio Boston **WCOP** | Radio Memphis **WMPS**

REPRESENTED NATIONALLY BY **RADIO-TV REPRESENTATIVES, INC.**

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

and (2) sports is a good background for appetite appeal. On that basis, it launched the WOR-TV series.

The Kitchens of Sara Lee Inc. claims it was the first company to bake "quality" cakes for mass distribution through groceries and supermarkets. Before it unveiled its cream cheese and All Butter coffee cakes in 1951, it points out, price and size were considerations dictated by the grocery cake business rather than "highest possible quality." Sara Lee claims it started the trend toward making baked products which use "only the finest ingredients."

Over 80% of the ingredients used in its cakes are dairy products, according to Sara Lee. It claims to use more 93 score butter and pure cream cheese than any bakery or food manufacturer in the country (the firm uses more than two million pounds of butter each year), along with "farm-fresh eggs" and "rich fresh milk." (Sample: nearly a quarter of a pound of butter is used in each coffee cake and nearly a third of a pound of Kraft cream cheese in each cheese cake.) Powdered eggs and dry milk—or synthetic flavoring or artificial coloring—never are used in any product, the company claims.

Through such innovations, Sara Lee maintains, the product is made attractive enough to persuade the consumer to pay 79 cents when the average price of grocery store coffee cake ranges from 29 to 49 cents.

The Kitchens of Sara Lee was the dreamchild of Charles Lubin early in 1951 (he is still president of the Consolidated subsidiary), with little more than a knowledge of baking, limited capital ($15,000) and the determination "to bake a cake no woman could duplicate for the same price and to make it available to her close to home." Mr. Lubin (who named the company after his 15-year-old daughter) still personally supervises all operations involving 150 bakers, plant expansion and 24-hour delivery service of a fleet of 44 trucks over some 75 Chicago routes.

Volume rose from $400,000 in 1951 to $1 million in 1952, over $3 million in 1953 and $5 million in 1955—largely because of radio-tv saturation campaigns and judicious use of supporting print media.

PRESIDENT *Charles W. Lubin and "that man" compare sales talks concerning the Sept. 20 entry of the baking firm into network time. Sara Lee has scheduled five quarter-hours a month on CBS Radio's* Arthur Godfrey. Show *in varying time periods, marking the firm's first use of network time.*

Mr. Lubin allocated $25,000 for all media in 1951 and approximately $840,000 in 1956, while broadcast media's share rose from 45% to 60% (both calendar years). Radio-tv annual going outlays (now about 70%) may be increased with projection into 1958 since Sara Lee recently altered its fiscal year to conform with Consolidated's July 1-June 30 structure. In short, fiscal 1958 (July 1-June 30 next) may show heavier expenditures (than $1.4 million) and greater radio-tv share (than 70%) over calendar 1957.

As the home territory, Chicago was the center of Sara Lee's modest initial activity. The company sponsored *Creative Cookery* and *Garfield Goose* on tv in 1951 and gradually expanded into other markets for its coffee cake and cream cheese cake, including Springfield (Ill.), Dallas, Fort Worth and Houston (Texas) and other cities. It bought personalities on established shows and short-term radio-tv announcements, and ran a test tv drive in select eastern markets. With about 75% of all major markets covered, Sara Lee in September 1955 invaded New York and parts of New Jersey, along with other cities, in an introductory spot campaign that gained consumer acceptance. (It already had blanketed Boston, Buffalo, Rochester, Atlanta, Memphis, Louisville, Nashville, Detroit and a few other cities and bought chainbreaks in 10 major markets around Walt Disney's *Mickey Mouse Club* on ABC-TV outlets. It also was ready to unveil its frozen cakes and had completed national distribution for three products.)

In New York it bought a limited number of spots for its coffee, cheese and butter pound cakes. In February 1956 Sara Lee followed through with the "strongest concentrated advertising campaign in the history of frozen foods." The occasion: introduction of its new Sara Lee chocolate cake in its first frozen food market. It bought some 500 radio-tv announcements embracing New York and suburbs and northern New Jersey during that month. It also mailed brochures of its spot and newspaper ad schedule to more than 20,000 food stores and supermarkets.

The new campaign was described by Sara Lee executives as "doubtless one of the largest and most concentrated consumer promotions ever staged by any frozen food manufacturer." Mr. Hill noted that Sara Lee, at that time, spent about three times as much on advertising in Chicago as any other bakery.

As a consequence of the New York success, Sara Lee moved into Philadelphia, Baltimore and Washington in April 1956 with a similar saturation push consisting of 50 radio and 50 tv announcements for four weeks in each market, with commercials pointing up all four Sara Lee fresh-frozen products. It repeated multi-product drives in other cities last year.

Later Sara Lee introduced its complete line with campaigns in Miami and Los Angeles, giving the company distribution in all but the northwest part of the country. It later bought the bowling shows on WBBM-TV and WOR-TV and participations on WGN Chicago radio.

Consolidated acquired Sara Lee last August, because of the latter's "growth potential," in a deal involving the issuance of some 160,000 shares of common Consolidated stock, according to S. M. Kennedy, Consolidated president. Mr. Lubin was retained as president and new board member. Hard-pressed to keep pace with public demand for the company's products, Mr. Lubin notes, Sara Lee acknowledged that the opportunity for expansion was a "major consideration" in the agreement. Consolidated is one of the most diversified companies in the food field.

Revlon Plans Entry In New Product Fields

Revlon plans to make a name for itself in other fields of endeavor, principally in household products and proprietary drugs, it was indicated last week. It was learned that the world's largest cosmetics house (estimated sales for the first six months of 1957, $47 million; advertising budget, $16 million) shortly will begin testing a new liquid detergent named Fine & Handy and intends crashing the grocery stores with a new room deodorizer.

At the same time, Revlon will come out with proprietary drugs such as the yet-to-be-tested Thin Down pill and an acne preparation called Clearaway. It also will expand its line of hair sprays. As the smoke cleared last week following Revlon's rupture with BBDO [B•T, Sept. 23], the pattern of new agency assignments emerged as follows:

• Warwick & Legler: in addition to the BBDO-inherited (and already introduced) Futurama lipsticks and nail enamels and Touch 'n Glow eye makeups, rouges and manicuring aids, W & L will handle the new Fine & Handy liquid detergent, Revlon gift sets (for Christmas) and a hair spray now tagged only as "No. 3." In addition to the two $64,000 quiz programs—W & L will place all "tune-in ads" for the two CBS-TV shows. Total Revlon billing as of next Jan. 1: $6 million.

• C. J. La Roche: This agency will be responsible for the introduction and subsequent advertising for Clearaway, the acne preparation plus a new face cream called Seven Wonders, and will be responsible for a new make-up line. On Jan. 1, La Roche will assume BBDO's duties for Satin Set. Currently in the shop: Love Pat, Clean 'n Clear make-up remover, Moon Drops face cream, Liquid Asset face cream, Intimate colognes and Aerosol sprays, the "treatment line" (Second Nature, Build Up, White Sable) and Fire and Ice fragrances. Total Revlon billing at present: $5 million.

• Dowd, Redfield & Johnstone: Its inheritance from BBDO will be a new eye drop product now being tested and named Eye Fresh. Also newly-assigned (direct from Revlon): Sponge Cake, a new cake make-up; Thin Down, a reducing pill, and another hair spray, internally known as "No.

KRON is TV in SF

San Franciscans are sold on KRON-TV

NOW
"GIANT MOVIES"
Sun. thru Wed.
10:30 P.M.
Check PGW for Avails

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

4." It currently services Silicare hand and body lotions, Baby Silicare lotions and powder, and Sun Bath, an oil. Present Revlon share: $3.5 million.

• Emil Mogul Co.: New at Mogul will be the as-yet-to-be-named room deodorizer, a new line of medicated women's hair dressing and a deodorant for men. Now in test markets and about to be introduced nationally: Top Brass men's hair dressing and Clear-O-Dan shampoos. These two products could boost Mogul's share of Revlon (now $2.5 million) by another $2 million. Other Mogul-assigned Revlon products: Silken Net hair spray, the Aquamarine line, and Hi & Dri deodorant stick.

• Noyes & Sproul: Revlon's agency for medical (ethical) advertising almost certainly will gain in billing as the new proprietary products are introduced to the public, the reason being that the biggest impetus behind drug sales comes from doctors reached through medical trade journals.

ANA MEET TO HEAR STUDY ON AGENCIES

- **Advertisers to get Frey report**
- **Its subject: agency services, pay**

Television will share the spotlight with other media, along with marketing and management problems, at this month's 48th annual meeting of the Assn. of National Advertisers, the official program revealed last week.

But the potential highlight of the session, to be held Oct. 28-30 at Atlantic City's Chalfonte-Haddon Hall, is the long-awaited report by Prof. Albert W. Frey of Dartmouth College on his year-long study for ANA: "Modern Advertising Agency Services and Compensation Methods."

This study, in which Prof. Frey has been assisted by Prof. Kenneth Davis, was commissioned by ANA a year ago amid a growing controversy involving many leading advertisers and agencies over the 15% commission system. Instructed to make his study "impartial," Prof. Frey repeatedly has made clear that he is "seeking only the facts" and that he expects his report to be "a guide for better productiveness of the advertising dollar" and for more efficient advertiser-agency relationships, rather than a series of recommendations regarding such specifics as the amount of an agency's commissions.

His Atlantic City report will be of a "preliminary" nature, but in it Prof. Frey "will give an insight into the assembled information and its significance as he sees it," ANA said, adding that "the full and far more comprehensive report" will be published shortly after the Atlantic City meeting. The preview is the last item on the three-day Atlantic City agenda.

Other features of the meeting, announced last week by Donald Cady of the Nestle Co., ANA program committee chairman, include an address in which Jack Cunningham, president of Cunningham & Walsh, will use new research to show effects that mediocrity and imitativeness in tv programming and other media have on advertising messages. Mr. Cunningham will speak Tuesday afternoon (Oct. 29).

At the Tuesday morning session Adell Chemical Co. will tell how it uses spot television to promote Lestoil liquid detergent against tough competition. The Lestoil story will be one of five outstandingly successful campaigns detailed at this session. The other case histories will be by Chrysler Corp., on its "Forward Look" campaign; Imperial Paper & Color Corp. on "How to Get a Million Dollars Worth of Advertising on an $180,000 Budget"; Johns-Manville on "What's Behind an Industrial Advertiser's Million Dollar Consumer Campaign," and National Cash Register Co. on "How Advertising Activates Salesmen in Making Industrial Sales."

Opening speaker of the three-day meeting will be H. H. Dobberteen, vice president and media director of Bryan Houston Inc., who will address the Monday morning (Oct. 28) session on "How to Get More for Your Advertising Money by Selecting Media in Relation to Your Markets." Conrad Jones, manager of new product planning for the management consulting firm of Booz, Allen & Hamilton, will follow with "The Advertising Manager's Role in Marketing New Products," and Ben H. Wells, vice president of Seven-Up Co., will describe "How to Gear Your Advertising to the Total Marketing Job."

The Monday afternoon session will be devoted to elections and other business matters and an informal discussion dealing with radio and tv, print media, the merchandising of advertising and marketing of new products.

The Tuesday afternoon session, open to agency and media representatives as well as advertisers, will include—in addition to Mr. Cunningham's speech—an analysis by economist Peter Drucker based on *Life* magazine's study, "Who Will Buy How Much of What . . . Where and When?" Dr. Lyndon Brown, vice president and director of research, media and merchandising for Dancer-Fitzgerald-Sample, will report on "How to Get the Most Out of Your Advertising Research Dollars."

The Wednesday agenda opens with a presentation by Clarence Eldridge, marketing consultant formerly with General Foods and Campbell Soup Co., on "The Advertising Manager's Responsible Role in Marketing." Henry Schacte, advertising vice president of Lever Bros. and chairman of the ANA advertising management committee, will report on the association's almost completed series of Advertising Management Guidebooks and Fred C. Foy, president of Koppers Co., will discuss how marketing and advertising skills, properly applied and integrated, can achieve corporate objectives and raise the total economic potential of a company. Prof. Frey's report will occupy the Wednesday afternoon session, winding up the meeting.

The ANA annual banquet is slated Tuesday evening, with entertainment by ABC-TV. On Monday evening a new filmed musical by Standard Oil of Indiana, presenting advanced management principles in entertainment form, will be shown.

TEA COUNCIL CHIPS GO INTO TV TEAPOT

- **$1.2 million set for season**
- **Will use nighttime exclusively**

The Tea Council of the U. S. A., through its agency, Leo Burnett & Co., Chicago, will spend all its new advertising allocation in television spot this season. A budget of $1.2 million is envisioned with $800,000 (remaining from the 1957 allocations of $1.8 million) to be spent for the remainder of 1957 and $400,000 from the proposed 1958 budget to be tacked on later.

A 20-week schedule will run through March 4, 1958. It will blanket 18 markets and will use nighttime tv spots exclusively. According to Burnett officials, they will gear their efforts to the 6-11 p.m. audience with an average of 30 messages per home in 20 million homes. Markets include Chicago, Los Angeles, New York, Baltimore, Boston, Detroit, Philadelphia, Pittsburgh, Washington, Cleveland, Providence, San Francisco, Buffalo, Syracuse, New Haven and Schenectady.

Although Americans over the past several years have become well-acquainted with the council's slogan, "Take Tea and See," Tea Council Chairman Robert B. Smallwood insists that "a great portion of the public (is) slumbering now where tea is concerned." Mr. Smallwood, chairman of Thomas J. Lipton Co., adds this group "is soon to be jolted by a new approach to hot tea advertising."

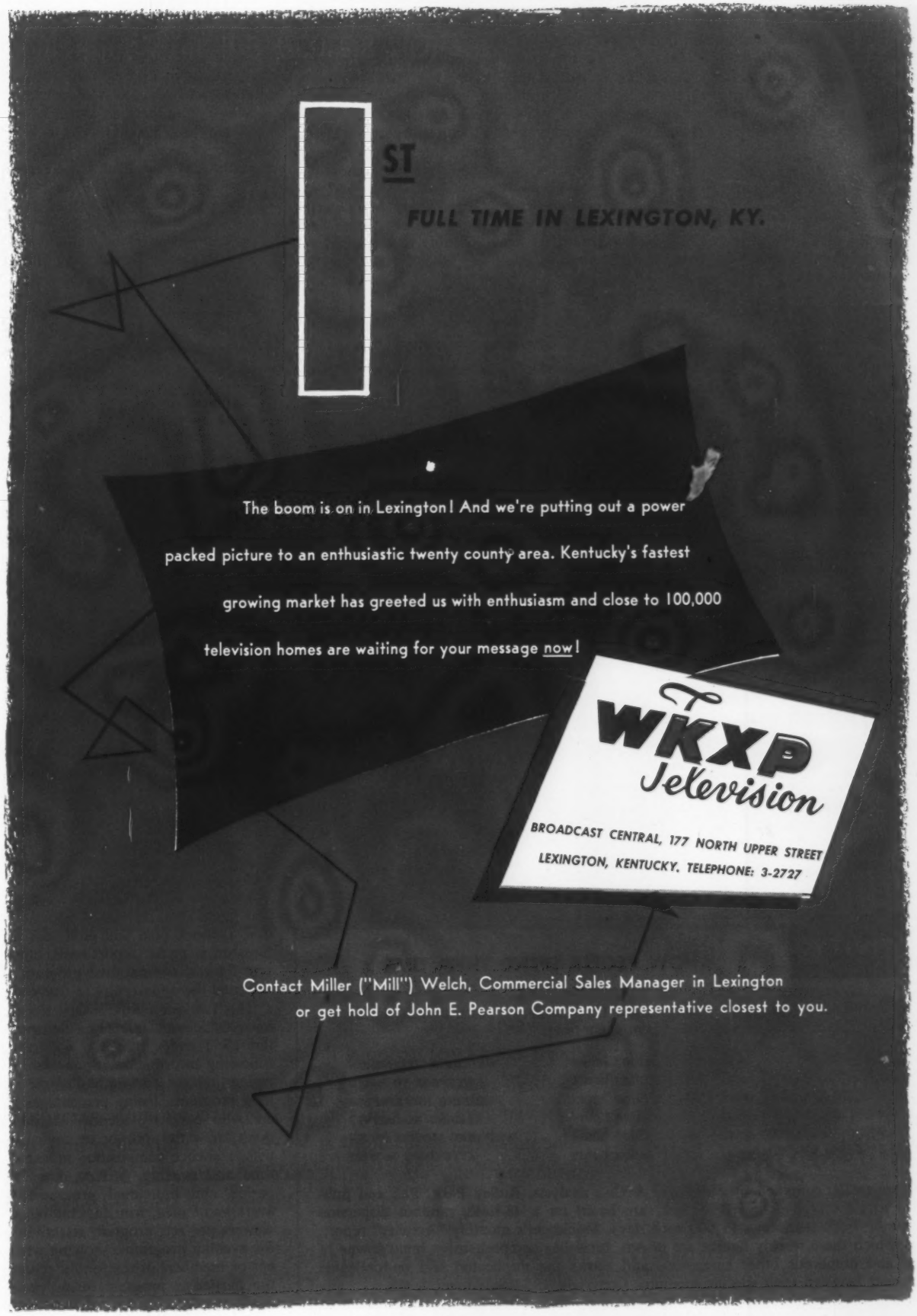
Burnett account supervisor Guy S. Saffold, pointing to the extraordinarily heavy budget (claimed to be the largest in the tea industry's history), admits that his agency is aiming "at those people who right now are thinking and worrying about their present beverage habit." He feels they are ready "for a change."

Why did the council sink all of its allocations in television? According to Mr. Saffold: "Television is well suited for the hot tea message—it has demonstrated in the past that it produces the highest number of people remembering the tea campaign. And it has produced them at lowest cost." He explains, "The change to hot tea is largely a family decision in which the male takes part; therefore, our basic requirement is a family audience."

Where the council last year concentrated its saturation in 12 markets, it now has added six new ones. Last January-March, it added Portland and Seattle to the basic list and this fall adds upstate New York and New Haven, Conn.

Motivation research has played a great part in the makings of this new campaign, Mr. Saffold has declared, indicating the council and its agency will play on the aspect of consumer dissatisfaction with its present "beverage habit," obviously coffee.

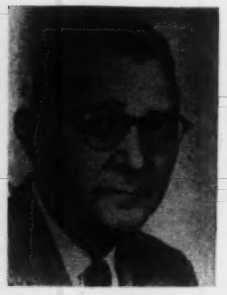
Says Mr. Saffold: "In trying to reach this group of dissatisfied people it was our intention to appeal to this feeling of guilt, but not to become dogmatic about it. We did not


1ST
FULL TIME IN LEXINGTON, KY.
The boom is on in Lexington! And we're putting out a power packed picture to an enthusiastic twenty county area. Kentucky's fastest growing market has greeted us with enthusiasm and close to 100,000 television homes are waiting for your message now!
WKXP Television
BROADCAST CENTRAL, 177 NORTH UPPER STREET
LEXINGTON, KENTUCKY. TELEPHONE: 3-2727
Contact Miller ("Mill") Welch, Commercial Sales Manager in Lexington
or get hold of John E. Pearson Company representative closest to you.

want to 'lecture' to the point of causing resentment on the part of the very people we are trying to woo." Thus, Burnett arrived at the "voice of conscience" technique, whereby the individual portrayed in the spots literally talks himself into switching from coffee to tea. This way, he said, Burnett has avoided the possibility of causing resentment by employing an "outsider" to hammer the theme home.

Charles E. (Ned) Midgley, 51, V.P. at Ted Bates & Co., Dies

Charles E. (Ned) Midgley Jr., 51, vice president, Ted Bates & Co., New York, died at his home Tuesday.



MR. MIDGLEY

Mr. Midgley had been with the agency since 1950 as manager of the television and radio media department. He was named vice president last August. Before joining the agency he was with CBS nine years and was sales service manager when he resigned from the network to join Ted Bates & Co.

Prior to joining CBS he was with BBDO as sales service manager.

In 1948 Mr. Midgley published a book, *The Advertising and Business Side of Radio.*

Surviving are his wife, Mrs. Margaret Murray Midgley, and two sons, Charles E. Midgley III and Frank Murray Midgley.

Funeral services were held Friday.

Broadcast Media Get $3 Million Of American Dairy Assn. Budget

The executive committee of the American Dairy Assn. has approved a record consumer advertising budget of $5.1 million for 1958, with 60% to be siphoned off to broadcast media. The action was taken by the executive committee at its meeting the past fortnight in Tulsa, Okla.

The expanded program, which includes planning for individual product campaigns for the first time, will be built around an expanded total budget of $6.9 million. Of the $5.1 million to be set aside for consumer media, tv is expected to get $2.8 million and radio about $200,000. American Dairy's agency is Campbell-Mithun Inc., Chicago.

The organization currently sponsors *The Perry Como Show* on NBC-TV in 160 markets and Screen Gems' *Casey Jones* participating film series in 18 markets, and has a current 52-week schedule of staggered participations on NBC Radio during daytime hours.

Presto Offers to Buy Tv Spots From Stations Carrying Film

National Presto Industries (electric housewares, cookers), Eau Claire, Wis., is dangling one-minute spot time buys in front of some 75 tv stations as bait in return for carrying new 12-minute "public service" films.

Distribution and arrangements for time are being handled through Public Service Network, Princeton, N. J., and Donahue & Coe, Chicago agency which handles the account. The films and spots were completed by Fred A. Niles Productions, Chicago, for showing from mid-October through mid-December. The one-minute announcements allow for a 10-second tag for local dealers around the film, titled, "She Wears 10 Hats."

The conditional spot buys are part of an overall $500,000 media campaign—the same amount claimed to have been spent by Presto on tv alone last year. Presto also is buying separate 60-second spots outright (with no strings attached) on stations in 15 or 16 major cities to run for 10 weeks, according to an agency spokesman. Future plans are to distribute the 12-minute public service-public relations film to 125 other tv stations, on the same time for film basis, between January and October 1958. The film does not mention Presto specifically but promotes kitchen appliances.

AIDS NEW BRANDS

Television is making it easier for new advertisers to capture significant portions of an established brand market, according to Schwerin Research Corp., and there no longer is any such thing "as a product field in which the sales leader is really safe." A new Schwerin study lists tv and new-product ingenuity as the two principal factors in dislocating the established order in marketing, citing as examples the upheaval in the status quo caused by Revlon, Chrysler and filter cigarettes. Schwerin reported that in one case an unspecified beauty product three years ago "owned" more than half of the total market for its type of product, but since then it has lost significant portions to new competitors which marketed different or more handy products.

Trendex to Offer 'Depth' Data As Service to Tv Advertisers

Trendex Inc., New York, last week announced it is offering a new service, supplementing its regular tv ratings, whereby television advertisers will be provided "depth information by categories on network audiences."

Called the Tv Advertisers' Report, the service will be issued every two months as contrasted with the tv rating report which is offered on a monthly basis. The new report will cost rating subscribers $100 per issue and non-subscribers $150. The first issue will be mailed Nov. 22.

Edward G. Hynes Jr., president of Trendex, commented: "Until now it has been difficult for the advertiser or the agency handling the account to know enough really of the people who make up his audience. Indeed, the only way he can know is to conduct a special survey directed at sex, selectivity and product identification breakdowns. These are expensive and, perhaps, therefore, infrequent. The new Trendex plan will offer just these features on a regular report basis, offering current figures, comparative program type figures and the opportunity to study trends."

The Television Advertisers' Report, based on coincidental telephone interviewing in the 15 Trendex markets, will contain the following information: Sponsorship identification indexes for both daytime and evening programs, listing percentages for viewers who correctly identify, misidentify or don't know the sponsor or any of his products; audience composition indexes for daytime and evening, broken down for time period and individual programs, showing averages of men, women, children and total viewers per set; program selectivity indexes for evening programs, showing which member or members of the family actually chose the particular program being viewed; general average table for all network evening programs by type, showing two-month averages for ratings, sponsor identification, audience composition and program choice.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,262,000 people in the U. S. over 12 years of age during the week Sept. 22-28. This is how they spent their time:

67.3%	(82,955,000) spent	1,800.1 million hours	WATCHING TELEVISION
54.1%	(66,685,000) spent	980.3 million hours	LISTENING TO RADIO
82.8%	(102,061,000) spent	404.8 million hours	READING NEWSPAPERS
29.4%	(36,239,000) spent	160.7 million hours	READING MAGAZINES
24.9%	(30,692,000) spent	393.9 million hours	WATCHING MOVIES ON TV
32.9%	(40,505,000) spent	169.4 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

• All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

GEORGIA TECH, one of the nation's foremost engineering schools, combines the old with the new on its sprawling campus in the heart of Atlanta. It is only a few blocks from WAGA-TV, also famous on the Georgia scene. With a coverage fanning out from Atlanta to reach over half the state's population, WAGA-TV is the leading television station in this rich market. Write for a WAGAland brochure —read the facts for yourself.

CHANNEL 5 ATLANTA
waga·tv
CBS TELEVISION

A STORER STATION

STORER BROADCASTING COMPANY SALES OFFICES
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Represented Nationally by THE KATZ AGENCY, Inc.

IN MOMENTS OF HISTORY

At nine p.m. on Tuesday, September 24, all three television networks carried simultaneously President Eisenhower's address on events in Little Rock. An estimated 30 million Americans watched him on NBC. NBC's audience was 32% greater than the second network's and 69% greater than the third network's.*

In the fifteen minutes following the President's address, NBC news commentators did a special analysis of the integration crisis. Over 20 million people tuned in this program, more than watched the competing entertainment attractions on either of the other networks.

Recently, a Capitol Hill poll† showed that more members of Congress watch NBC for news than any other network. The reason the nation's law makers gave for this preference: NBC offers the most complete news coverage and, in Chet Huntley and David Brinkley, the most popular, most objective news commentators in network television.

The nation turns first for news and coverage of great events to the network with the world's most comprehensive broadcast news organization.*

NATIONAL BROADCASTING COMPANY

*Trendex Special Report †Made by Walter Gerson & Associates, July-August 1957

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

LAND BOOM • An advertising appropriation of close to $2 million was announced yesterday (Sunday) by the Mackle Co., Miami, reportedly one of the largest home building and land development firms in the nation. Entire expenditure will back a 10-week campaign to advertise Port Charlotte, a new Mackle community on the southwest Florida coast. Advertising will be handled through Erwin, Wasey, Ruthrauff & Ryan, New York.

The firm plans to use 40 tv stations in 25 markets, with radio advertising going on 175 stations in 66 cities. A heavy print schedule is planned. Of the total expenditure, a quarter of a million dollars has been allocated for promotion in Florida media.

For the past six months, the firm has been setting up dealerships with real estate organizations in northeastern states. The company hopes to make it as easy as possible to buy a Florida homesite, with the intensive ad campaign designed to simulate that end.

MAY BUY MORE • Block Drug, Jersey City, N. J., considering tv schedule in about 20 secondary markets. If campaign is approved it will start this month. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

COMMERCIAL TREATY • American Home Products, Whitehall Pharmacal Div., N. Y., has signed for one-third sponsorship of "Premiere Performance" package of 20th Century-Fox films in 17 Canadian markets, starting this week. Agency is Young & Rubicam, Toronto, Ont. Markets, ordered on a 52-week basis, are Montreal, Que.; Barrie, Kingston, Kitchener, London, Peterborough, Ottawa, and Toronto, all Ont.; Vancouver, B. C.; Regina, Sask.; St. John and Moncton, both N. B.; Halifax and Sydney, both N. S.; Calgary and Edmonton, Alta., and Winnipeg, Man.

SEVEN FOR SOUP • Rancho Soup Co., Sunnyvale, Calif., starting heavy spot tv campaign to run through February. Campaign, consisting of 10-second ID's, will use tv in seven western markets: San Francisco, Los Angeles, San Diego, Fresno, Sacramento, Seattle, and Portland. Schedule will run up to 30 spots per week, with an average of 14. Spots will promote Rancho soup line and its "Red Scissors" premium coupons. Agency: Nelson/Baker/Inc., S. F.

ABN'S FORWARD LOOK • Chrysler Corp., Detroit, has signed with American Broadcasting Network for 5 five-minute segments weekly of *Breakfast Club* (Mon.-Fri., 9-10 a.m.), and 10 ten-minute newscasts weekly effective last Thursday. On Oct. 31, sponsorship of newscasts will be assumed by corporation's Chrysler Div. Agency: McCann-Erickson, Detroit.

MBS TRIO • Kraft Foods Co., Chicago, has renewed sponsorship of its *Kraft Five-Star News* programs on Mutual effective immediately, while Chrysler Corp. and General Foods also signed new Mutual sponsorship contracts. Kraft will expand its programming on MBS to include regular participations in network's "multi-message" weeknight dramas. General Foods has signed for 30 eight-second newscast adjacencies per week for Jell-O through Young & Rubicam, N. Y. Chrysler, in behalf of all its cars, has bought series of adjacencies to run through Oct. 30. McCann-Erickson, Detroit, is Chrysler agency, while agency for Kraft is Needham, Louis & Brorby, Chicago.

BUDGET INCREASE • Lutheran Laymen's League, St. Louis, has earmarked $1.45 million for its *Lutheran Hour* for 1957-58 season radio broadcasts in U. S. and overseas, a $150,000 increase over past year's budget. Budget is divided equally between U. S. and overseas radio; in U. S., *Lutheran Hour* (Sun., 1:30-2 p.m.), begins 23rd year on Mutual, with 314 stations. Additionally, program is carried on 85 NBC outlets, 234 independent stations. Agency: Gotham-Vladimir, N. Y.

EDSEL PITCHES BIG NIGHT IN FREE TV

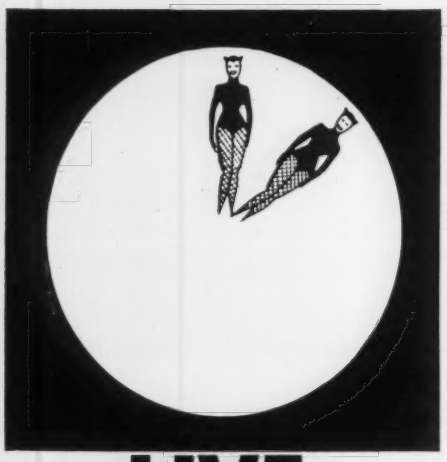
Edsel Div. of Ford Motor Co. last week invited all its dealers to watch "The Million Dollar Night in Television" Oct. 13—at an estimated per viewer cost of little over two cents for electricity to view 3½ hours of special network shows.

In a letter to dealers, Robert F. G. Copeland, assistant general sales manager of the division, cited the special *Edsel Show* with Bing Crosby and Frank Sinatra on CBS-TV (8-9 p.m.) and also urged them to watch the preceding *Pinocchio* on NBC-TV (6:30-7:30 p.m.) and the following 75th Anniversary Standard Oil of New Jersey telecast on NBC-TV (9-10:30 p.m.).

An estimated $1.4 million is being spent in time and talent for the three special programs "which the average viewer can see in his home for the cost of 2.1 cents in electricity," according to a spokesman at Foote, Cone & Belding, which handles the Edsel account.

For that price, he suggested, alluding to pay tv arguments, viewers can see Messrs. Crosby and Sinatra, Louis Armstrong and Rosemary Clooney on the Edsel Show; Mickey Rooney, Walter Slezak and Fran Allison on *Pinocchio* and Tyrone Power, Jimmy Durante, Marge and Gower Champion, Bert Lahr, Jane Powell and others on the Standard Oil commemoration program.

Mr. Copeland expressed gratification that Edsel is making its debut on a night destined to be perhaps the biggest in television's history.



LIVE NETWORK

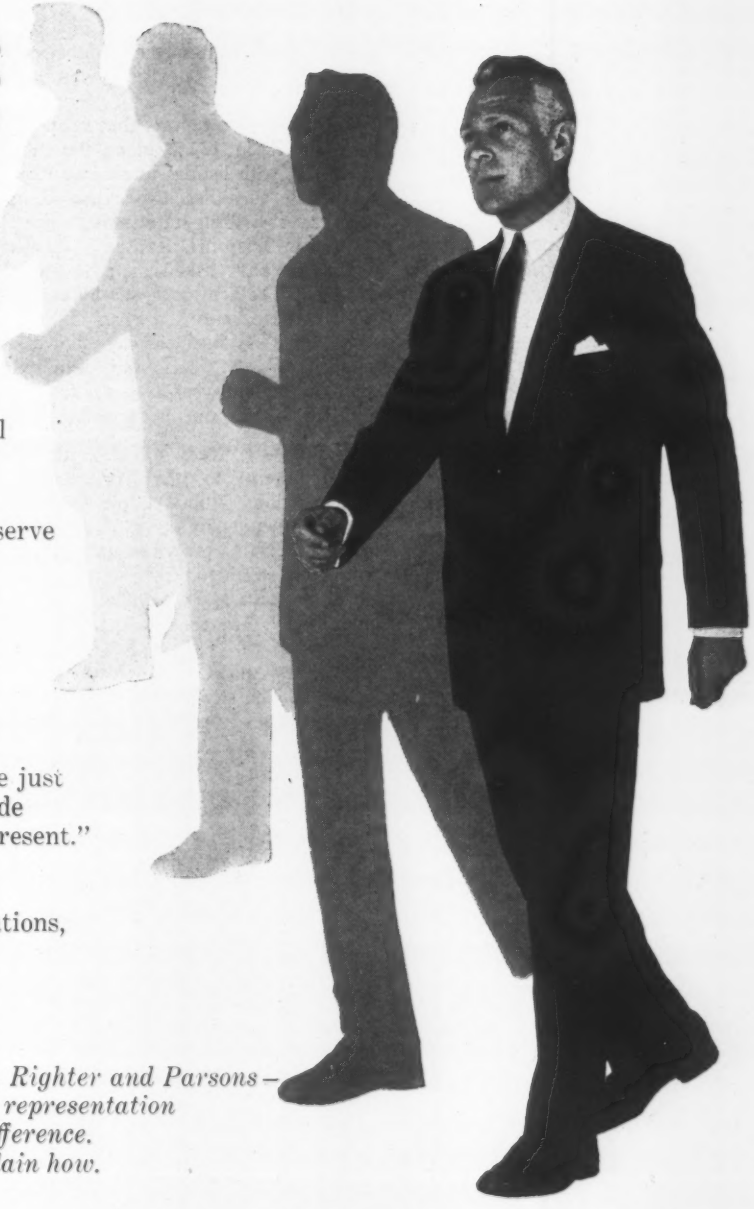
Live network . . . resurgent, terrific ABC . . . returning all the favorite shows that put us in first place last season — plus a dozen great, new sure-fire hits. More life — more lift — more showmanship with ABC on Houston's "live" station!

turn to Page 68

9 =

KTRK-TV
CHANNEL 13 HOUSTON

Why be just part of the Parade..?



Today it's increasingly
hard to stand out from the crowd.
For every television station
on the air five years ago
there are now four more!
And, at mid-1957, another 350
commercial applications were still
pending for yet more stations.

As the parade grows bigger,
it takes something special to preserve
your identity at the
agency-advertiser level...
to be known for the
individuality that makes *you*
outstanding in your own market.

Ordinary production line
representation won't do it.
Without *specialized* selling, you're just
part of an ever-lengthening parade
your representative tries to "represent."
Quality television stations with
hard-won local leadership,
proud of their community reputations,
deserve something more.

They get it, too,
from Harrington, Righter and Parsons—
where specialized *representation*
makes so much difference.
We're glad to explain how.

HARRINGTON, RIGHTER & PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

PAYOFF

A CHRONICLE OF COMMERCIAL PERFORMANCE

PEPSI PLEASES • Pepsi-Cola's now-famous "Pepsi, Please" radio contest was reported last week to have boomed Pepsi sales in the Bristol, Conn., area by 50% in a week's time.

Officials of WBIS Bristol, 500 w independent daytimer carrying the month-long promotion, also quoted Pepsi authorities as saying 30 Pepsi-Cola fountain dispensers had been installed in Bristol alone since the contest started Sept. 16.

The "Pepsi, Please" contest, first was used on KCBQ San Diego, Calif., and WLBC Muncie, Ind. [B•T, Aug. 20, 1956, *et seq.*], and involves the transcribing of local residents' voices saying "Pepsi, Please," playing the recording on radio spot announcements and offering prizes to people who recognize their own voices.

Authorities at WBIS, owned by author Eric Hatch, said that by the end of the first week the station had recorded 10,000 voices and received 4,000 calls from listeners trying to identify their own voices. A total of 51 prizes—including table model radios, wrist watches, and Pepsi coolers—were given away during the week.

Station officials said that to handle the contest four "electronic secretaries" were installed to record the voices of people telephoning in, eight telephones were added on a separate line, and six additional employes were hired, including an announcer, an engineer and four telephone operators.

MONKEY BUSINESS • A spot schedule on WOV New York packed double impact for one of the W. T. Grant stores in Harlem. The store had purchased a spot schedule to plug a two-day "back to school" sale. Spots carried a tag-line which said ". . . and if you're good children, I'll take you to Grant's pet shop to see the monkey."

Results for the "back to school" sale were good—monkey business was terrific. Around noon of the first day the spots were broadcast, WOV received the following wire from Grant's manager: "Discontinue immediately gag tag-line about monkey in our pet shop. We are already out of monkeys."

DOUBLE PUNCH • Belcher Buick Inc. has found that weather and news on WRCV-TV Philadelphia packs a double sales punch. Using a Mon.-Fri., 6:40 p.m. spot between the news and WRCV-TV's weather show, *Forecast with Judy Lee*, the auto firm reports that sales have doubled.

HOME SHOPPING • The Myron McIntosh agency, realtors in Joplin, Mo., were interested in using television. Their purpose: to sell houses, obtain listings. KODE-TV came up with a format that stuck strictly to the business at hand. The format: showing houses that the agency lists for sale.

On the half-hour weekly show, viewers are taken on an armchair tour of homes by Dorothy Friend, KODE-TV staffer, and Myron McIntosh, president of the agency. Pictures showing exterior and interior views of homes and grounds are shown, with special features pointed out conversationally.

Prices are quoted, terms specified, with a "soft sell" approach. The day after the second show, a family bought one of the featured homes—television was the only salesman.

Mr. McIntosh reports that property sales have increased 132% since the program's inception, with listings increasing 92%. The real estate firm has also extended its business over a four-state area, since home owners in Missouri, Kansas, Arkansas and Oklahoma have asked them to show their property. The firm does this by using television in these various towns.

KODE-TV's business has shown an increase, too—the real estate firm extended their original 13-week contract to 52 weeks, with first option on another year.

SHOPPING SPREE • KOTA Rapid City, S. D., went to the supermarket—and brought along 7,000 people the first day. For the opening of a new Red Owl supermarket, KOTA broadcast all local shows from the store for four days. Customers were interviewed, merchandise gifts were given away. For the four days, call letters were given as "This is Radio Red Owl—KOTA in Rapid City."

Result: The store reportedly had the biggest opening of any new market in a four-state area. Only complaint, according to store officials: at times, so many people crowded into the store that the entrance had to be blocked in order to clear the aisles of shoppers.

PAJAMA GAME • One person in pajamas usually means bedtime. Make that a thousand, and it's a promotion. Tommy Charles, d.j. at WSGN Birmingham, Ala., announced that everyone attending the Birmingham opening of "The Pajama Game" in pajamas would be admitted free. Taking advantage of the offer, along with 1,000 others, d.j. Charles and engineer Ben Dixon put on their sleeping clothes, broadcast their all-night record show from a bed set up near the theatre's box office.

In addition to the pajama-clad crowd, 800 others attended the premiere—best promotion results the theatre has ever had, according to manager P. M. Russell Jr.

Richards, European Group Affiliate

Eugene I. Harrington, president of Fletcher D. Richards Inc., New York, and Dr. Rudolf Farner, chairman of Continental Advertising & Marketing Agencies, a federation of 11 independently-owned European agencies located in 12 countries abroad, have announced affiliation of their respective organizations for exchange of business on a full commission basis on both sides of the Atlantic.

COLOR CASTING

The Next 10 Days
Of Network Color Shows
(All Times EDT)

CBS-TV

Oct. 8, 15 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Oct. 9, 16 (8-9 p.m.) *The Big Record*, Pillsbury and Kellogg through Leo Burnett, Armour through Foote, Cone & Belding and Oldsmobile through D. P. Brother.

Oct. 11 (2:30-3 p.m.), *Art Linkletter's House Party*, participating sponsors.

NBC-TV

Oct. 7-11, 14-16* (1:30-2:30 p.m.) *Howard Miller Show*, participating sponsors.

Oct. 7-11, 15, 16* (3-4 p.m.) *Matinee Theatre*, participating sponsors.

Oct. 7, 14 (7:30-8 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel.

Oct. 8 (8-9 p.m.) *George Gobel Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Oct. 9, 16 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

Oct. 10 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell.

Oct. 10 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson Co.

Oct. 12 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Oct. 12 (10:30-11 p.m.) *Your Hit Parade*, Toni through North Adv. and American Tobacco Co. through BBDO.

Oct. 13 (8-9 p.m.) *Steve Allen Show*, participating sponsors.

Oct. 13 (9-10:30 p.m.) *Standard Oil* (New Jersey) *75th Anniversary Show*, Standard Oil through McCann-Erickson.

Oct. 15 (8-9 p.m.) *Eddie Fisher Show*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

* In the event the World Series is played on Wednesday Oct. 9 and Thursday Oct. 10, starting time will be 12:45 p.m. in originating city. Sponsor will be Gillette through Maxon. On those days *Howard Miller Show* and *Matinee Theatre* will be on a stand-by basis.

A CHALLENGE!

Can You Top This?

DOMESTIC SERVICE			INTERNATIONAL SERVICE	
Check the class of service desired; otherwise this message will be sent as a fast telegram			Check the class of service desired; otherwise the message will be sent at the full rate	
TELEGRAM			FULL RATE	
DAY LETTER			LETTER TELEGRAM	
NIGHT LETTER			SHORE-SHIP	

$ S E

WESTERN UNION TELEGRAM

1206 (4-55)

W. P. MARSHALL, PRESIDENT

NO. WDS.-CL. OF SVC.	PD. OR COLL.	CASH NO.	CHARGE TO THE ACCOUNT OF	TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

TO ALL TELEVISION STATION MANAGERS - U.S.A.

WTVJ, CHANNEL 4, MIAMI CHALLENGES ALL USA STATIONS IN THREE-NETWORK-VHF MARKETS TO SHOW A DOMINANCE SUPERIOR TO THAT OF WTVJ IN SEPTEMBER ARB JUST RELEASED, IN WHICH WTVJ CAPTURES 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS".

PRIZE -- FREE VACATION IN MIAMI FOR YOU AND THE COMPANION OF YOUR CHOICE. (WE TRUST SHE WILL BE THE MISSUS!)

RULES OF THE CHALLENGE -- JUST SHOW US THAT YOUR STATION CAPTURES MORE THAN 72.9% OF ALL QUARTER-HOUR RATING "FIRSTS" IN SEPTEMBER, 1957.

REPLY REQUESTED TO: LEE RUWITCH, EXECUTIVE VICE PRES. & GEN. MGR.
WTVJ - MIAMI, FLA.

PULSE

TOP NETWORK PROGRAMS

Tv Report for August

Once A Week

Rank	Rating Aug.	July
1. *Gunsmoke*	30.1	26.0
2. *Playhouse 90*	23.2	25.9
3. *Studio One*	22.2	21.2
4. *What's My Line*	22.1	24.2
5. *Alfred Hitchcock*	22.0	23.5
6. *Ed Sullivan*	21.8	25.1
7. *Twenty-One*	21.7	22.2
8. *$64,000 Question*	21.6	26.4
9. *Climax*	21.3	21.9
10. *Julius LaRosa*	19.8	20.8
11. *I've Got A Secret*	19.5	22.0
12. *Lawrence Welk*	18.5	
13. *G. E. Theatre*	18.0	22.4
14. *Godfrey's Talent Scouts*	18.0	20.4
15. *Richard Diamond*	18.0	

Multi-Weekly

	Aug.	July
1. *Mickey Mouse Club*	10.8	12.2
2. *Queen For A Day*	8.6	9.5
3. *Guiding Light*	7.9	8.7
4. *Search For Tomorrow*	7.8	8.5
5. *CBS-TV News*	7.6	8.5
6. *Art Linkletter*	7.3	8.2
7. *Love of Life*	7.1	7.9
8. *NBC News*	6.8	7.8
9. *Valiant Lady*	6.8	
10. *Arthur Godfrey*	6.7	7.8

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Sept. 3-9

Rank	% Tv Homes
1. *The $64,000 Question*	29.2
2. *Ed Sullivan Show*	28.9
3. *Studio One*	28.4
4. *Lawrence Welk*	28.0
5. *Twenty-One*	27.1
6. *Climax*	27.0
7. *I've Got A Secret*	26.8
8. *Gunsmoke*	26.7
9. *Playhouse 90*	26.3
10. *Tv Playhouse*	26.2

	No. Tv Homes (000)
1. *The $64,000 Question*	9,944
2. *Ed Sullivan Show*	9,755
3. *Lawrence Welk*	9,261
4. *Climax*	9,193
5. *I've Got A Secret*	9,182
6. *Studio One*	8,788
7. *Twenty-One*	8,720
8. *Gunsmoke*	8,629
9. *Tv Playhouse*	8,408
10. *Playhouse 90*	8,325

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NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 25-Sept. 7

TOTAL AUDIENCE†

Number of Homes (000)

Rank	Ratings
1. *Miss America Pageant*	15,326
2. *Gunsmoke*	14,791
3. *Playhouse 90*	13,555
4. *Ed Sullivan Show*	12,731
5. *I've Got A Secret*	12,195
6. *Climax*	11,783
7. *$64,000 Question*	11,742
8. *Disneyland*	11,701
9. *Lawrence Welk Show*	11,165
10. *Undercurrent*	10,753

Per Cent of Homes*

1. *Miss America Pageant*	39.6
2. *Gunsmoke*	37.2
3. *Playhouse 90*	34.5
4. *Ed Sullivan Show*	31.7
5. *I've Got A Secret*	30.4
6. *Climax*	29.5
7. *$64,000 Question*	29.2
8. *Disneyland*	29.2
9. *Lawrence Welk Show*	27.9
10. *Cheyenne*	27.9

AVERAGE AUDIENCE‡

Number of Homes (000)

1. *Gunsmoke*	13,720
2. *Miss America Pageant*	11,824
3. *I've Got A Secret*	11,124
4. *$64,000 Question*	10,753
5. *Climax*	9,847
6. *Playhouse 90*	9,806
7. *Ed Sullivan Show*	9,600
8. *Undercurrent*	9,558
9. *G. E. Theatre*	9,435
10. *Those Whiting Girls*	9,311

Per Cent of Homes*

1. *Gunsmoke*	34.5
2. *Miss America Pageant*	30.6
3. *I've Got A Secret*	27.7
4. *$64,000 Question*	26.8
5. *Playhouse 90*	25.0
6. *Climax*	24.7
7. *Undercurrent*	24.3
8. *What's My Line*	24.2
9. *Ed Sullivan Show*	23.9
10. *G. E. Theatre*	23.6

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

CBS News (CBS-154): participating sponsors, Mon.-Fri. 7:30-7:45 p.m.
Cheyenne (ABC-99): General Electric (Y&R), alt. weeks, Tues. 7:30-8:30 p.m.
Climax (CBS-195): Chrysler (M-E), Thurs. 8:30-9:30 p.m.
Disneyland (ABC-175): American Motors (Geyer), American Dairy (Campbell-Mithun), Derby Foods (M-E), Wed. 7:30-8:30 p.m.
G. E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.
Arthur Godfrey, (CBS-116): participating sponsors, Mon.-Thurs. 10-11:30 a.m.
Godfrey's Talent Scouts (CBS-165): Lipton (Y&R), Toni (North), Mon. 8:30-9 p.m.
Guiding Light (CBS-118): Procter & Gamble (Compton), Mon.-Fri. 12:45-1:00 p.m.
Gunsmoke (CBS-162): Liggett & Myers (D-F-S), Remington Rand (Y&R), alternating, Sat. 10-10:30 p.m.
Alfred Hitchcock (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.
I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Julius La Rosa, (NBC-156): participating sponsors, Sat. 8-9 p.m.
Art Linkletter (CBS-114): Participating sponsors, Mon.-Fri. 2:30-3 p.m.
Love of Life (CBS-160): American Home Products (Bates), Mon.-Fri. 12:15-12:30 p.m.
Mickey Mouse Club (ABC-94): participating sponsors, Mon.-Fri. 5-6 p.m.
Miss America Pageant (CBS-131): Philco (BBDO), Sat. Sept. 7—10:30-12.
NBC News (NBC-93): participating sponsors, Mon.-Fri. 7:45-8 p.m.
Playhouse 90 (CBS-134): American Gas Assn. (Lennen & Newell), Bristol-Myers (BBDO), Philip Morris Co. (Burnett), Kimberly Clark (F,C&B), All-State Ins. (Burnett), Thurs. 9:30-10 p.m.
Queen for a Day (NBC-152): participating sponsor, Mon.-Fri. 4:30-5 p.m.
Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.
Search for Tomorrow (CBS-132): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.
$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.
Studio One (CBS-100): Westinghouse Electric Corp. (M-E), Mon. 10-11 p.m.
Ed Sullivan (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9.
Those Whiting Girls (CBS-157): Max Factor (Anderson-McConnell), General Foods (Y&R), Mon. 9-9:30 p.m.
Tv Playhouse (NBC-115): Goodyear Tire & Rubber Co. (Y&R), Sun. 9-10 p.m.
Twenty-One (NBC-144): Pharmaceuticals Inc. (Kletter), Mon. 9-9:30.
Undercurrent (CBS-162): Procter & Gamble (Y&R), Brown & Williamson (Bates), Fri. 10-10:30 p.m.
Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.
What's My Line (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

Top-Ranking Ad Executives Set Talks for AAAA Western Meet

The 20th annual convention of the AAAA western region, to be held Friday-Sunday in Sun Valley, Idaho, will feature the largest group of top-ranking advertising executives ever to speak in the West, according to Roy Campbell, executive vice president of Foote, Cone and Belding and AAAA western region chairman.

Participating in a Saturday morning panel discussion of "Qualitative vs. Quantitative Research" will be Dr. Bernard Klass, director of market research, McCann-Erickson, New York; Howard Benn, president, Gould, Gleiss and Benn, Los Angeles; Dan E. Clark, president, Dan E. Clark & Assoc., Portland, Ore., and Mervin Field, president, Field Research, San Francisco. Walter Guild, of Guild, Bascom and Bonfigli, San Francisco, will preside.

"Supermarketing and Pressure Problems" is the topic of a second Saturday morning discussion by Robert I. Herndon, general sales manager, C & H Sugar Refining Co., San Francisco, and Emmet Hudge, in charge of product planning, Edsel Div., Ford Motor Co., Detroit. Paul Jordan, Hixson & Jorgensen, Los Angeles, will preside over this session.

A Saturday afternoon session will feature talks by C. L. Whittier, Young & Rubicam, New York (retired); Whitman Hibbs, vice president, BBDO, New York; David Bascom, Guild, Bascom and Bonfigli, San Francisco; Melvin Brorby, Needham, Louis & Brorby, Chicago. AAAA board chairman. Bryce Spruill, Botsford, Constantine & Gardner, Portland, Ore., and Ray Clinton, Philip J. Meany Co., Los Angeles, will preside.

Friday will be devoted to closed meetings on AAAA affairs and agency problems.

ROUNDUP TIME

A GREAT NEW WESTERN FEATURE PACKAGE

Available now . . . 52 full-hour, action-filled features . . . right when Westerns are the hottest thing on television! Here are big names galore . . . Bob Steele, Gabby Hayes, Bill Boyd and many more of the West's greatest stars . . . together for the first time in one high-caliber, low-cost package. Put these top-notch Western features to work in your area . . . see how quickly they round up new sponsors and build big audiences! Write, wire or phone . . .

a.a.p. inc.
Productions Corp.

Distributors for Associated Artists
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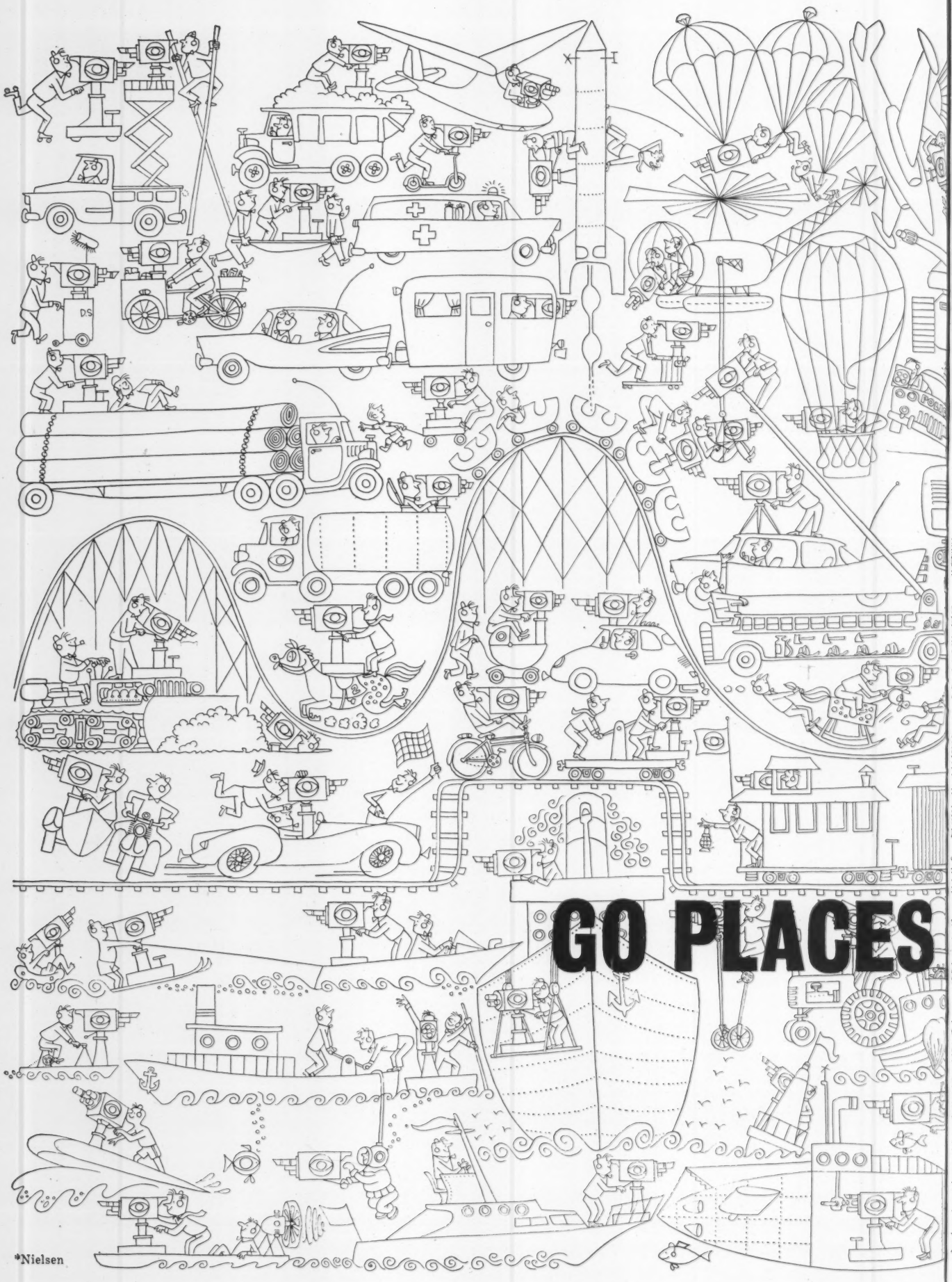
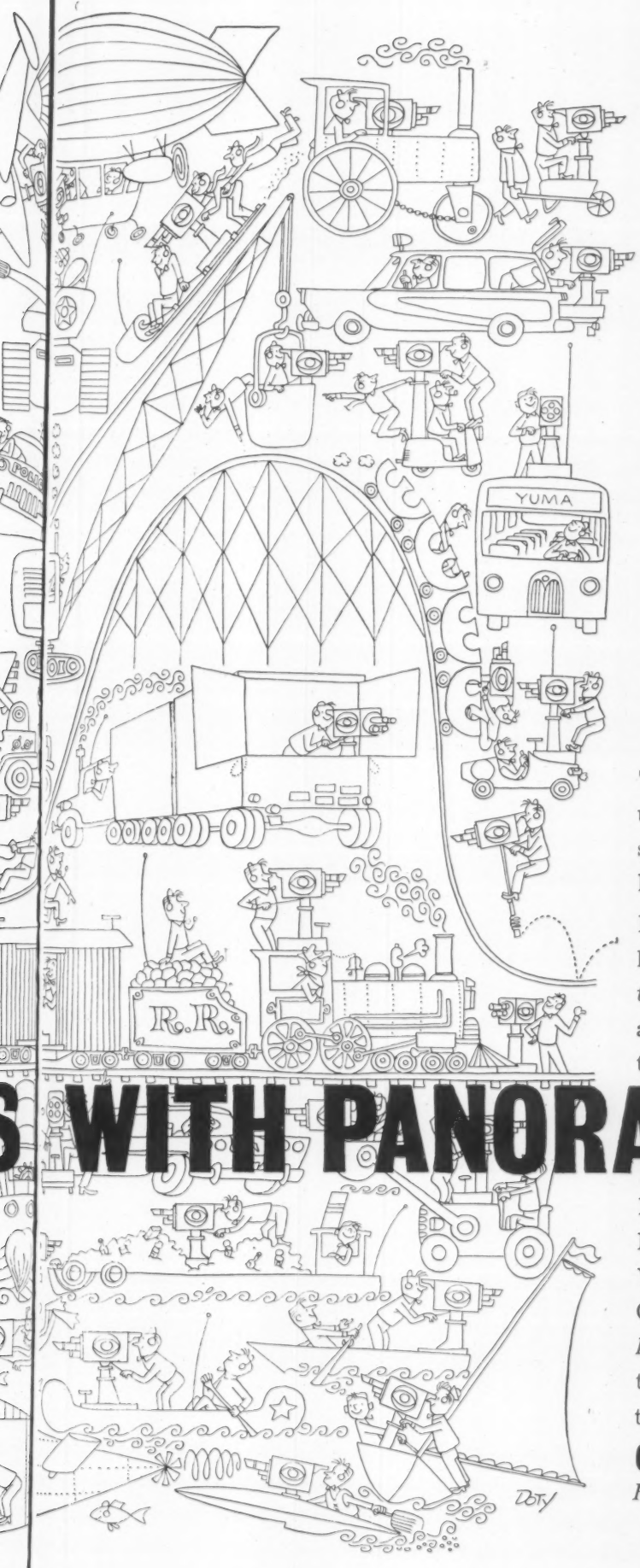
75 E. Wacker Dr., DEarborn 2-2030 — CHICAGO
1511 Bryan St., Riverside 7-8553 — DALLAS
9110 Sunset Blvd., CRestview 6-5886 — LOS ANGELES



*Nielsen



Things *happen* on this show. Cast and cameras get up and go... underwater off Catalina... behind the scenes at Santa Anita... turtle-riding at Marineland. *Panorama Pacific* is live television—*live-wire.*

Pacific Coast audiences (and national advertisers) love it. Year-in, year-out, *Pan Pacific* is the Coast's *top-rated early-morning network show**—and the favorite with such consistent, long-term sponsors as General Mills, Westclox,

S WITH PANORAMA PACIFIC!

Procter & Gamble, Lyon Van & Storage, Maxwell House, Marlboro, Hills Brothers Coffee, Saran Wrap, Polaroid—the list is long and impressive! Go places yourself: the eight stations telecasting *Panorama Pacific* deliver 98.0% of total California television families and 85.6% of all Pacific Coast television families. For *Pan Pac* details, call the...

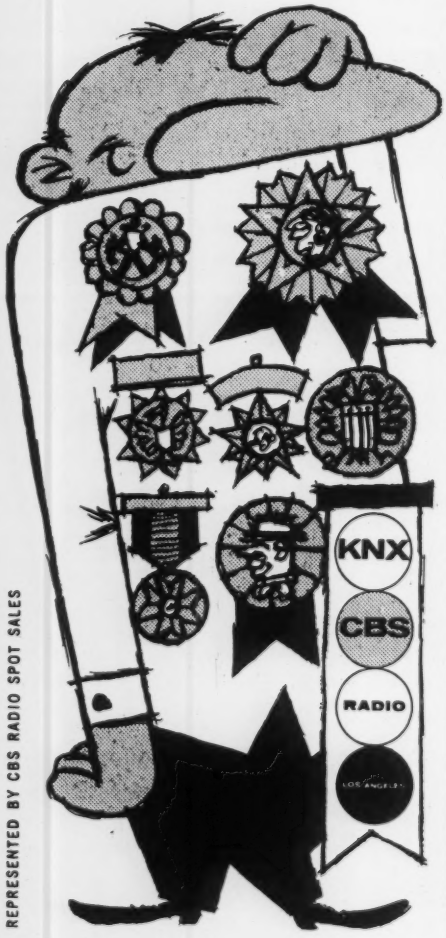
CBS TELEVISION PACIFIC NETWORK

Represented by CBS Television Spot Sales

Nothing succeeds like . . .

An advertiser puts his money where he gets results—obviously! Well, 15 of the most famous, successful and respected advertisers in So. Calif. and the nation have advertised on KNX for 3 to 8 years—continuously, consistently. The proof is in the putting. Knowledgeable advertisers, as always, are putting their chips on Southern California's #1 radio station, the CBS 50,000 watt

KNX · LOS ANGELES



REPRESENTED BY CBS RADIO SPOT SALES

Barter Worth Depends on Need Of Advertiser, Says Madden

There can be no sweeping generalizations about the value or demerit of bartering films for television station time, since the main criterion is the marketing requirements of the advertiser, Edward D. Madden, president of the newly-formed Keyes, Madden & Jones advertising agency, told a meeting of the National Television Film Council in New York Thursday.

Mr. Madden, who assumed his new post last Tuesday, drew on his background as vice president of the International Latex Corp., New York, for much of the information provided. During his tenure at International Latex, the company entered into a contract with C & C Tv Corp. in July 1956 whereby his organization was to pay C & C Tv $4 million per year for five years in return for 10 spot announcements per day on stations in the top 100 markets. This is recognized generally as the most extensive barter arrangement in the industry, with C & C Tv supplying the RKO library of feature films and short subjects to the stations free in return for spot time.

Mr. Madden stressed that for a barter deal to succeed, extensive planning must precede actual operation. It is up to the advertiser and its advertising agency to weigh the various marketing considerations before deciding to embark on bartering. In this connection, Mr. Madden said, the type of product to be advertised conceivably should be one that can benefit from the non-prime time exposure usually offered.

He listed three important factors in a successful bartering operation: quality film programming, station time availability and effective commercials. At International Latex, he said, the company set up a separate unit to produce and schedule the commercials.

He termed the first year of International Latex operations in bartering "a sales success," but declined to give any figures. He said C & C had fulfilled its part of the contract and Latex commercials are now in "more than 100 markets." He predicted that bartering would continue "as long as there is good film programming around."

LOUIS NYE, the gray-flanneled Gordon Hathaway of NBC-TV's *Steve Allen Show,* has signed with Interstate Television Corp., Hollywood, to star in *Fancy Dan,* a new series. With him are G. Ralph Branton (l), president of Interstate, and Joe Rivkin (r), the firm's talent executive.

Jessel Heads Pickwick Pictures; To Produce Theatre, Tv Films

George Jessel has been elected president of Pickwick Pictures, Hollywood, a new firm incorporated in California for $500,000, of which Mr. Jessel and the other officers have subscribed to $345,000 worth of common stock of the original issue. The company will specialize in producing motion pictures for both theatres and tv. Three pilot scripts, *Barnacle Bill, Mr. Winchester* and *Hollywood Byline,* are included as principal assets, along with the cash holdings.

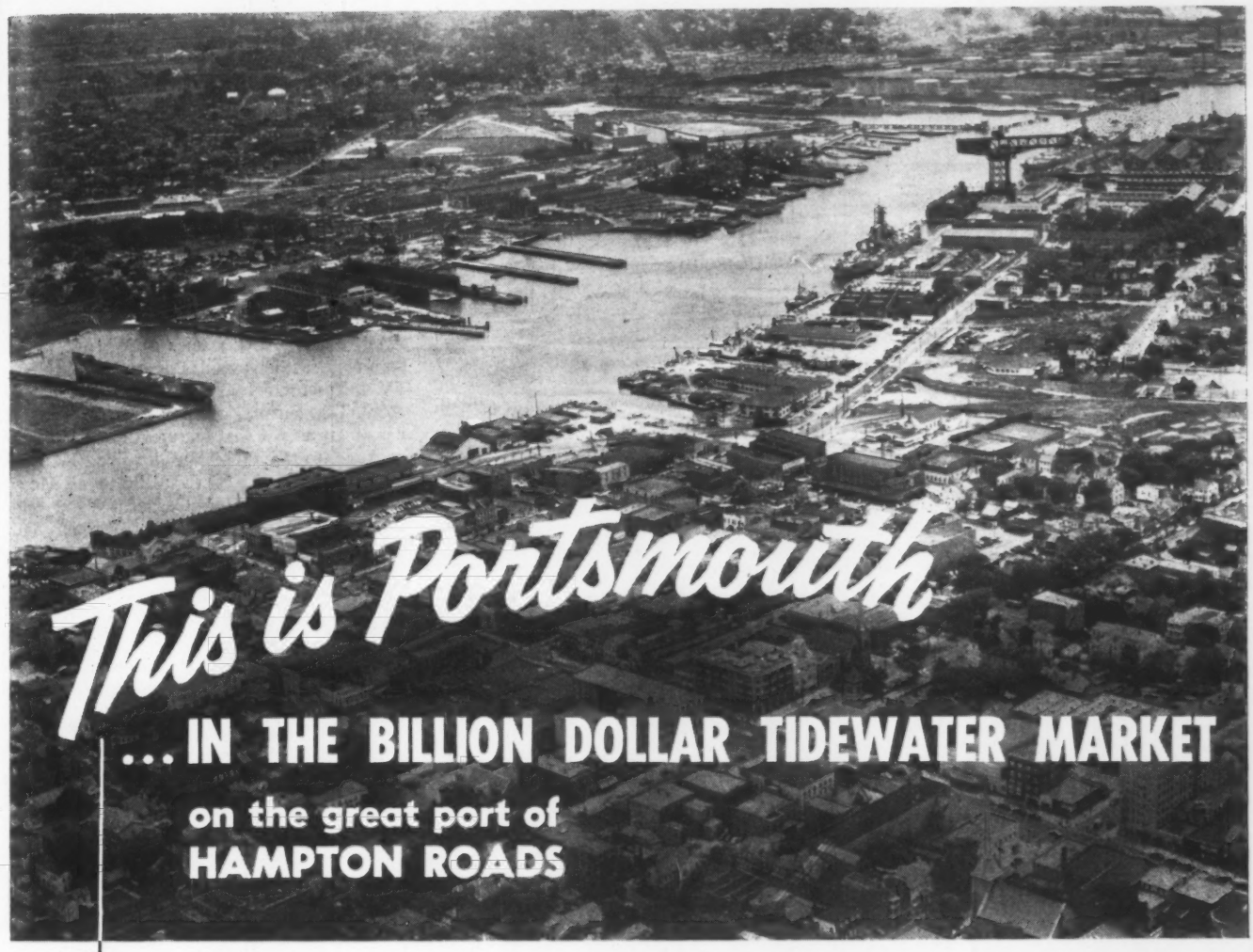
In addition to Mr. Jessel, Pickwick principals are Harvey Jacobson, talent agent; George Draine, author of the screenplay "Love Boat" which will be the company's first theatrical film production; Stanley Cowan, public relations man, and Earl A. Heath, Honolulu hotel man, whose brother, David R. Heath, has been retained as general manager of Pickwick.

CARAVEL GOES ON ANTIQUE HUNT

Officials of Caravel Films, New York, which is moving into a new $1 million film center in Manhattan in mid-October, last week were faced with a mystery they call "The Case of the First Television Film Commercial"—and solved it in part.

The chain of events started when a routine check of office files revealed that in August 1939 Caravel Films produced a film sequence for a closed-circuit telecast of a fashion show held in Bloomingdale's Dept. Store. Dave Pincus, Caravel president, recalled the milestone and hunted in the company's vaults but the films had disintegrated. He said the films were hailed at the time as "television's first film commercial."

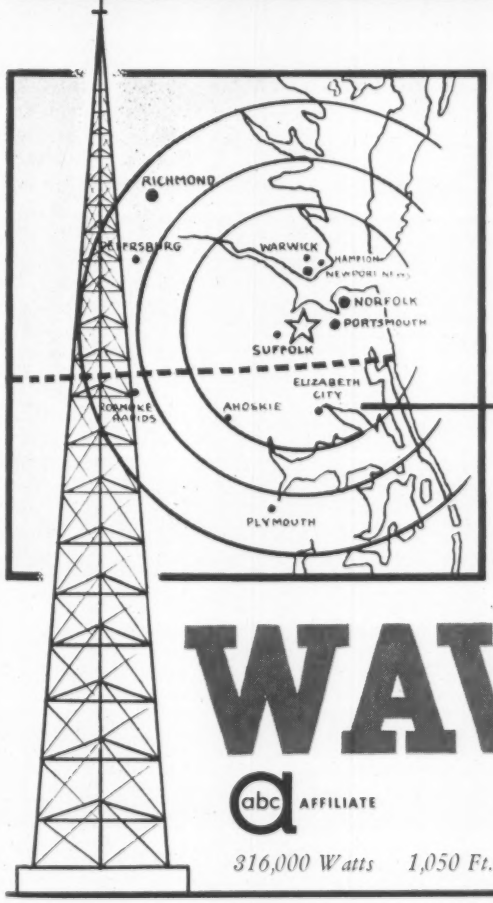
Eager to find other possible copies of the film for promotional use in connection with Caravel's move to the new building, Mr. Pincus inquired at Bloomingdale's but the store had no record of the closed-circuit show. After several days of mind-searching, Mr. Pincus recalled that American Television Corp., now defunct, had arranged for the telecast. He finally tracked down Sam Saltzman, who headed ATC, and discovered that although no films of the telecast were extant, photographs of the event were in Mr. Saltzman's possession. Mr. Pincus was jubilant to obtain documented evidence of what he claims is "tv's first film commercial" and plans to make use of the photographs to promote the opening of Caravel's new film center.



This is Portsmouth

... IN THE BILLION DOLLAR TIDEWATER MARKET

on the great port of
HAMPTON ROADS



right in the heart of the vast Tidewater region . . . home of one of the world's largest and oldest naval shipyards. Last year Portsmouth's 24,660 families spent more than $9,105,000 for wearing apparel alone and more than $26,409,000 for food.

This is just part of what you buy when you buy WAVY-TV which blankets a 42-county area, reaching 1,753,810 people who spend more than $1,953,907,000 each year on retail sales . . . WAVY-TV, reaching and pleasing Virginia's Golden Corner.

this is WAVY-TV

. . . tidewater's NEW VHF Station that blankets the world's greatest port with a 316,000 watt signal

WAVY-TV

REPRESENTED NATIONALLY BY H-R

CHANNEL 10

abc AFFILIATE

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

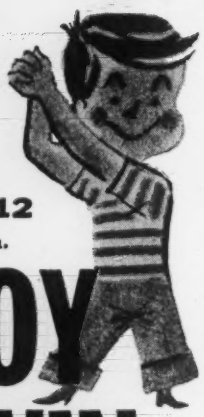
709 Boush St.
Norfolk, Va.
Tel. MA 7-2345

316,000 Watts *1,050 Ft. Tower*

Hunter C. Phelan, Pres. *Carl J. Burkland, Ex. Vice Pres. & Gen. Mgr.*

NAME OUR CHANNEL 12

Clarksburg, W. Va.



WBOY AND WIN

- A fabulous week for 2 at THE GREENBRIER White Sulphur Springs, W. Va.
- ELECTRIC-EYE MOVIE CAMERA By Bell and Howell
- POLAROID LAND CAMERA
- 12 other wonderful prizes

USE THIS INFORMATION TO help you name the symbol of Clarksburg's new high-power TV station

- Covers the virgin market of Central W. Va. (Clarsburg — Fairmont — Morgantown)
- Rich in coal, oil and gas
- Untouched to date by a direct TV signal
- Captive audience—666,315 population
- Buying income $1,119,746,000
- $200/hr. AA network time: $250 national spot.

Contest open to all readers of this magazine. Ends January 5, 1958.

FY2

MAIL YOUR ENTRY TODAY TO

WBOY-TV

CHANNEL 12

Exclusive In Clarksburg, W. Va.

NBC INTERCONNECTED abc

George Clinton, Gen'l Mgr. • Rep. by Avery-Knodel

A Member of The Friendly Group

I suggest the following name:

_____

Name_____

Company_____

Address_____

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It's the right blend of production—network, film and live programming—alert news telecasting, public service with a purpose and customer relations, all administered by veterans — and it works.

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Let your Weed-Television man fill you in on the best TV buy in this billion dollar market.

WCSH-TV

PORTLAND, MAINE

NBC-TV Affiliate

NAME OUR CHANNEL 12

Clarksburg, W. Va.

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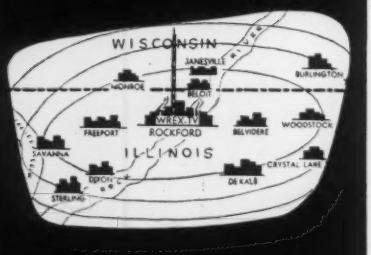


ROCKFORD
Area of
market power!

New industries continue to come to Rockford . . . and companies already here continue to expand. That is why Rockford has become the NO. 1 City in Illinois (outside Chicago) . . . and a rich market for your products or services. Rockford is the 2nd largest machine tool center in the world . . . 34th in the USA in expendable income . . . 36th in buying power . . . and 13th in Postal Savings.

BIG and still growing

- Survey after Survey of 14 counties indicates Uncontested Dominance of Northern Illinois-Southern Wisconsin area by WREX-TV.
- Combined rural and industrial following . . . ideal for test campaigns.

WREX-TV
Tops in
sales power!

WREX-TV — "The Viewers' Choice" DELIVERS your message to the buyers in this rich industrial and agricultural market.
The consistent high quality in production, promotion and merchandising of both spots and programs has earned many major awards for WREX-TV this year! For the best medium to reach this Rockford area market consult H-R for the WREX-TV story.

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.

WREX-TV
CHANNEL 13
CBS ROCKFORD ILLINOIS abc

casting. Frank Schooley, manager of the university's WILL-AM-TV Champaign-Urbana, discussed the work of the Assn. for Professional Broadcast Education in collaboration with NARTB.

Automatic programming talks and demonstrations featured second-day activities under the leadership of Robert Paulson, sales manager of Ampex Corp., and Leon Hase, its midwest manager.

The IBA resolution noted that over 90% of all Illinois broadcasters operate under blanket agreements with both BMI and ASCAP and claimed that "during the past several years approximately twice as much money has been paid to ASCAP as to BMI for music performance rights." It pointed out that the very "existence of BMI has prevented a monopoly in the music licensing business."

"Contrary to implications," the resolution continued, BMI has never exercised "any pressure" on Illinois broadcasters to play BMI records "in any advantageous manner over the musical selections licensed by others."

In his talk on news problems, Mr. Ellison asserted that "good news coverage builds prestige, and prestige builds a listening audience which attracts advertisers."

Aside from Mr. Cook, other IBA officers elected were R. Karl Baker, vice president-general manager of WLDS Jacksonville, vice president, and M. H. Stuckwish, general manager of WSOY Decatur, secretary-treasurer. Bruce Dennis, program manager of WGN Chicago, was elected to the board of directors, along with Mr. Biggar.

NARTB's Anello Tells N. D. Court Outlets Should Be Libel-Exempt

Broadcasters should be immune from libel suits growing out of political speeches broadcast under FCC's equal time regulation, NARTB contended Thursday in North Dakota Supreme Court. Arguing in the WDAY-TV Fargo, N. D., case, Douglas A. Anello, NARTB chief attorney, asked the court to uphold a lower court ruling throwing out a libel suit against the station for statements broadcast by a third-party candidate.

At the hearing, held in Bismarck, N. D., Mr. Anello argued that enactment of the Communications Act by Congress had occupied the field of interstate communications and had vested regulatory control in the FCC. This makes conflicting state laws inoperative, he contended.

Broadcasters can't avoid the equal-time issue by refusing to air all political talks, Mr. Anello argued. He observed that WDAY-TV had admitted libel, defending itself on the ground it was powerless to prevent statements by a third party candidate who attacked the Farmers Union. Sec. 315 of the law requires that all candidates be given equal time and specifically bans censorship of their material, he added, noting that if there is no immunity from liability the federal prohibition against censorship is unconstitutional in that it deprives a person of property without due process.

NARTB took part in the hearing as a friend of the court.

RTNDA Agenda Set For Nov. 6-9 Meet

News broadcasters, providing one of the industry's most salable program commodities, will meet in Miami Beach, Fla., Nov. 6-9 at the annual convention of the Radio-Television News Directors Assn. Sessions will be held at the Balmoral Hotel, with delegates coming from Canada as well as all parts of the United States.

Ted Koop, CBS Washington director of news and public affairs and RTNDA president, said the program will include a series of workshops and panels designed to show the latest and best ways of presenting news on radio and tv. Plans will be drawn to continue RTNDA's aggressive fight to obtain equal access with print media in reporting public events.

The convention opens the evening of Nov. 6 with a business session followed by a reception by Miami stations.

A radio workshop the morning of Nov. 7 will be conducted by Lee White, KROS Clinton, Iowa, RTNDA radio vice president. On the panel will be Bayliss Corbett, WGTO Haines City, Fla.; Bert Cannings, CFCF Montreal; Dick Sanders, WJDX Jackson, Miss., and David Loring, WGIL Galesburg, Ill. News budgets and techniques are included in the workshop.

Tom Eaton, WTIC Hartford, RTNDA past president, will give the keynote speech at the Nov. 7 luncheon. In the afternoon a television news workshop will be conducted by Ralph Renick, WTVJ (TV) Miami, the association's tv vice president.

Election of officers and other business will be handled the morning of Nov. 8. At the luncheon, T. R. P. Hole, British Broadcasting Corp. news editor, will be speaker. A freedom of information roundtable will be held in the afternoon, conducted by Julian Goodman, NBC Washington. Taking part will be Murray Snyder, Assistant Secretary of Defense, and Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NARTB Freedom of Information Committee.

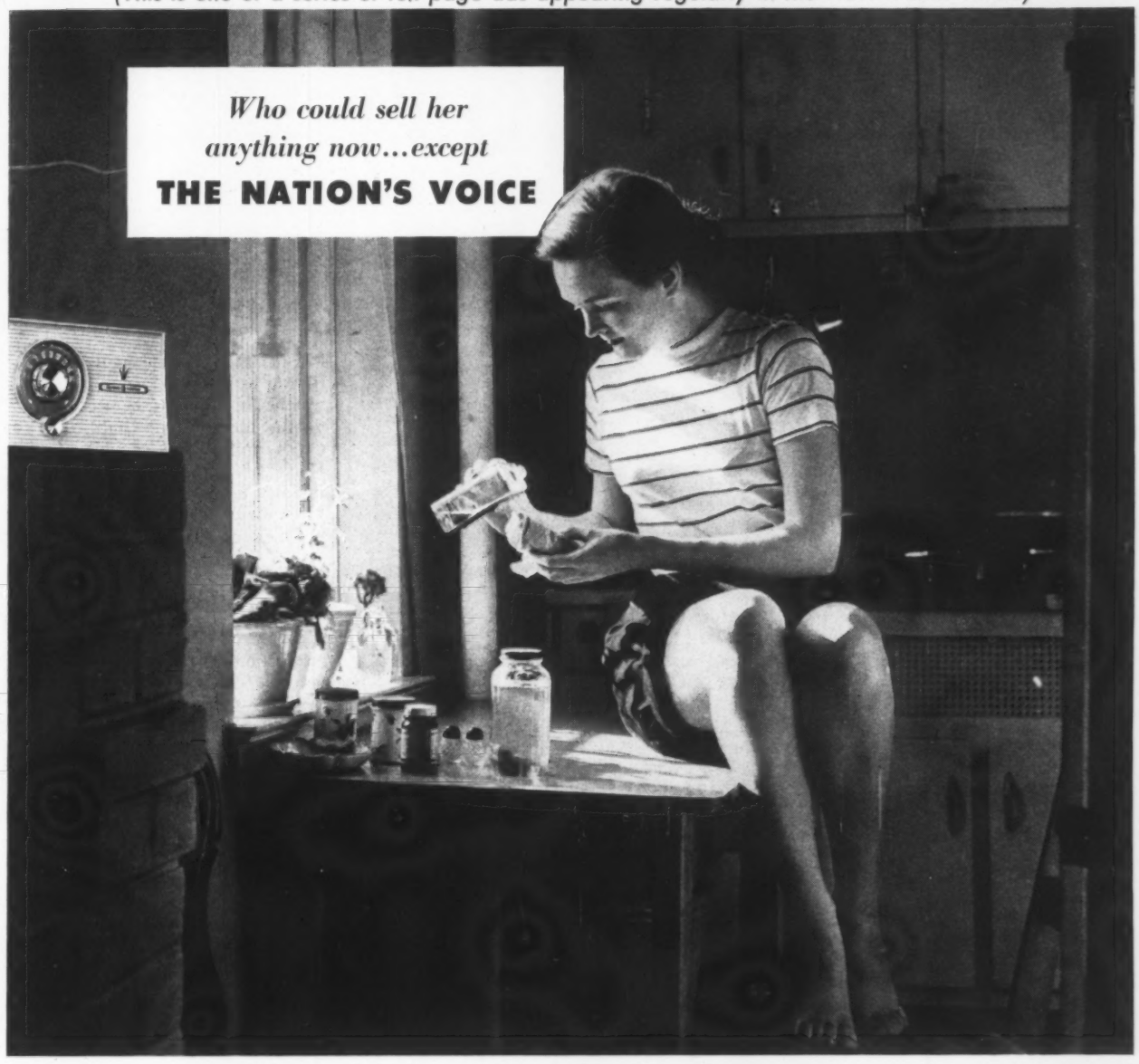
The final morning will open with a television session featuring demonstrations of network news coverage. Canadian members of RTNDA will be in charge of the luncheon programming. Annual RTNDA awards for news coverage will be presented in the afternoon along with the second Paul White Award for service to news broadcasting. A banquet will wind up the program.

Jack Krueger, WTMJ Milwaukee, is program vice president, with Mr. Renick local convention chairman.

Morse To Open RAB Clinic

Sen. Wayne B. Morse (D-Ore.) will address the opening-day luncheon of the 3rd annual National Radio Advertising Clinic tomorrow (Tuesday) at the Waldorf-Astoria, New York, according to Kevin B. Sweeney, RAB president. Approximately 600 advertiser and agency executives and 250 radio broadcasters are expected to attend. Sen. Morse will discuss the economic future of the U. S.

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)



New Nationwide Politz Study Confirms Strategy of Using Leading Radio Stations

More and more, experienced advertisers are shifting their dollars into the exciting new mass selling strategy first illuminated by a series of studies conducted by Alfred Politz Research, Inc. This strategy uses radio in a new and powerful way—concentrating on just 48 selected stations out of the 3,000 now broadcasting. It is called The Nation's Voice.

Previously, this strategy was demonstrated by five studies of individual major markets. Five separate times Politz research documented the fact that the leading stations earned the greatest audience respect and led in audience size—by wide margins. In a recently released regional study, this same principle was again convincingly confirmed.

Now, a new nationwide Politz study has just been completed. It measures, for the first time, the composite force of the 48 stations comprising The Nation's Voice. It confirms, with clear-cut facts, the values of the leading station concept.

The new study shows that The Nation's Voice stations actually reach an adult audience of 21 to 27 million different listeners in the average week. This is more individuals than read the leading newspaper supplement; it is an audience substantially larger than that of 2 of the 3 highest ranked weekly national magazines, measured on a comparable basis.

The impact of these great stations is easy to understand. Radio —more than any other medium—is a *personal* medium. Radio is a *constant companion* because it follows people wherever they go, serves them while they are doing other things.

Listeners have come to trust and respect the stations with high broadcast standards—with authoritative service programs . . . with reliable news. These are the stations they choose as their favored companions. Because of the *trust* and *respect* they inspire, these great stations have become big in audience size as well as deep in personal impact.

Whether your advertising appropriation is $25,000 or runs into millions, it will pay you to investigate this new and important way of using radio. Call the Christal office nearest you.

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore
WAPI Birmingham
KOA Denver
WJR Detroit
KTHS Little Rock
KFI Los Angeles
WTMJ Milwaukee
WHAM Rochester
WGY Schenectady
KWKH Shreveport
WBEN Buffalo
WGAR Cleveland
WTIC Hartford
WDAF Kansas City
WHAS Louisville
WCKR Miami
WSYR Syracuse
WTAG Worcester

Represented Nationally by

HENRY I. CHRISTAL COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

2,000,000+

all different families

. . . different each survey,

different all year

Pulse rings doorbells, interviews families right in their homes. The one-and-only method used by Pulse since 1941.

Pioneers' Member Goal Set At 2,000 by Patt, Taishoff

Opening a drive to increase membership in Radio Pioneers to 2,000, John F. Patt, president of WJR Detroit and head of the pioneers, has announced receipt of some 40 member applications.

Sol Taishoff, editor-publisher of B•T, and membership chairman of the professional group, is being aided by these committeemen: Waldo Abbott, U. of Michigan; Joe Baudino, Westinghouse Broadcasting Co., Washington; George Burbach, KSD-TV St. Louis; Harry Burke, KODE-TV Joplin, Mo.; Harry Butcher, KIST Santa Barbara, Calif.; Roger Clipp, Triangle Stations; Bob Convey, KWK St. Louis; Quenton Cox, Portland, Ore., station representative; Walter Damm, WTMJ-TV Milwaukee; William Fay, WROC-TV Rochester, N. Y.

Earl Gammons, Washington consultant; Ben Gimbel, WIP Philadelphia; Jules Herbuveaux, WMAQ-WNBQ (TV) Chicago; Harold Hough, WBAP-AM-FM-TV Fort Worth, Tex.; John Karol, CBS, New York; Leonard Kapner, WCAE-TV Pittsburgh; Alex Keese, WFAA-AM-TV Dallas; Howard Lane, KOIN-AM-TV Portland, Ore.

Merrill Lindsay, WSOY-AM-FM Decatur, Ill.; Lee Little, KTUC Tucson, Ariz.; C. T. Lucy, WRVA-AM-TV Richmond, Va; Paul Loyet, WHO-AM-FM-TV Des Moines, Iowa; Glenn Marshall Jr., WMBR-AM-FM-TV Jacksonville, Fla.; Gilmore Nunn, Lexington, Ky.; William Quarton, WMT-AM-TV Cedar Rapids, Iowa.

Clyde Rembert, KRLD-AM-FM-TV Dallas, Tex.; John Schilling, KMBC-AM-TV Kansas City; Hank Slavick, WMC-WMCF (FM)-WMCT (TV) Memphis, Tenn.; F. C. Sowell, WLAC-TV Nashville, Tenn.; Hugh Terry, KLZ-AM-TV Denver; Chet Thomas, KXOK St. Louis; Eugene Thomas, KETV (TV) Omaha.

C. Robert Thompson, WBEN-AM-TV Buffalo, N. Y.; Donald Thornburgh, WCAU-AM-FM-TV Philadelphia; Walter Wagstaff, KGW-AM-TV Portland, Ore.; Lee Wailes, Storer Broadcasting Co., Miami, Fla.; Warren Williamson, WKBN-AM-FM-TV Youngstown, Ohio; Hoyt Wooten, WREC-AM-TV Memphis; Gayle V. Grubb, Storer Broadcasting, San Francisco; Jeff Sparks and Wendell Hall.

La. Broadcasters Elect Hamm

Jerry Hamm of KLFY-TV Lafayette was named president of the Louisiana Assn. of Broadcasters at its annual convention in Baton Rouge. Also elected were John Chauvin, KEUN Eunice, radio vice president; Douglas Manship, WBRZ-TV Baton Rouge, television vice president: Gene Jones, KSLA-TV Shreveport, treasurer, and Rolfe H. McCollister, executive secretary.

The broadcasters passed a resolution protesting a recent Louisiana Public Service Commission order that a regulated business keep separate records of expenses for radio, tv and newspaper advertising, on the grounds that such an order could be extended to businesses in general and possibly threaten free speech and restrict the use of radio and tv advertising.

PRESIDENTS Frank Stanton of CBS (l) and Robert W. Sarnoff of NBC (r) watched as Elmer C. Walzer (c), president of the Deadline Club, New York City's professional chapter of Sigma Delta Chi, introduced the chapter's initiates at the fall meeting. Among the initiates was Leonard Goldenson, president of AB-PT.

Radio Sets Up in First Half, But Tv Receivers Down, Says EIA

Production of radio sets is running well ahead of 1956 but tv output is down, according to factory reports by Electronic Industries Assn. (formerly RETMA).

Radio output for the first eight months of 1957 totaled 8,765,606 sets, including 3,392,926 auto receivers, compared to 8,216,707 sets (including 2,710,303 auto sets) made during the same 1956 period.

Tv output totaled 3,756,533 sets during the first eight months of the year compared to 4,365,060 in the like 1956 period. Of 673,734 tv sets made in August, 88,615 had uhf tuners compared to 90,419 uhf sets produced in August 1956.

Sales of radio sets at retail totaled 4,947,006 in the first eight months of the year (excluding auto sets) compared to 4,648,707 sold in the same 1956 period. Tv set sales totaled 3,746,834 in the first eight months compared to 3,839,718 in the same eight months of 1956.

Radio and tv set production in 1957 follows:

	Television	Automobile Radio	Total Radio
January (1957)	450,190	521,624	1,085,529
February	464,697	522,859	1,264,765
March (5 weeks)	559,842	597,532	1,609,073
April	361,246	380,452	1,115,813
May	342,386	396,151	1,023,771
June (5 weeks)	543,778	416,058	1,088,343
July	360,660	256,279	612,588
August	673,734	301,971	965,724
TOTAL	3,756,533	3,392,926	8,765,606

Johnston Heads Radio-Tv Club

Sam Johnston, general manager of WTVN Columbus, Ohio, has been elected president of the Columbus Radio-Television Executives Club for the organization's third year. Named to serve with him: Dorrit Williams, account executive and radio-tv director, Kelly & Lamb Adv. Agency, club agency representative; John Metzger, account executive, Byer & Bowman Adv. Agency, first vice president; Bill Selander, sales manager, WVKO, second vice president; Shirley Dunham, publicity director, WVKO, third vice president, and Val Hattemer, accountant, WTVN-TV, treasurer.

Missourians Elect Barrington, State UP Organization Set Up

Election of Bruce Barrington, president of WEW St. Louis, to presidency of the Missouri Broadcasters Assn. and formation of the UP Broadcasters Assn. of Missouri highlighted the MBA fall meeting last month.

Others on the successful MBA slate were William Clark, KFSB Joplin, vice president, and Ed Dahl, KLIK Jefferson City, secretary-treasurer. E. A. Richter of Jefferson City was engaged as executive secretary. Elected to the board: Clarence Brezel, KCMO Kansas City; Earl Daugherty, Mexico; Harold Douglas, KMMO Marshall, and Charles Harrison, KBOA Kennett.

At its organizational meeting the UP Broadcasters Assn. of Missouri chose W. H. (Bill) Clark, general manager of KFSB Joplin, to serve as its first president. Mr. Dahl of KLIK was elected vice president and Mac Sebree, Jefferson City UP bureau manager, secretary.

Both groups protested a state ban on releasing names of juveniles arrested.

UPCOMING

October

Oct. 7-9: 13th Annual National Electronics Conference, Hotel Sherman, Chicago, Ill.

Oct. 7-11: Fall meeting, American Institute of Electrical Engineers, Hotel Morrison, Chicago.

Oct. 8-9: Third annual National Radio Advertising Clinic, RAB, Waldorf-Astoria, New York.

Oct. 8-12: 1957 Convention of the Audio Engineering Society, New York Trade Show Building.

Oct. 10-11: Alabama Broadcasters Assn., fall conference, U. of Alabama and Hotel Stafford, Tuscaloosa.

Oct. 11-12: Ohio Assn. of Radio & Tv Broadcasters, Deshler-Hilton Hotel, Columbus.

Oct. 11-13: Annual convention, AAAA Western Region, Sun Valley, Idaho.

Oct. 11-13: American Assn. of Advertising Agencies, Western Region, 20th annual convention, Sun Valley, Idaho.

Oct. 12: UP Broadcasters of Illinois, Hotel Jefferson, Peoria.

Oct. 12: UP Broadcasters of Michigan, Lansing.

Oct. 12: First radio-tv workshop, American Women in Radio and Television, Central New York Chapter, Sheraton Hotel, Rochester.

Oct. 12-13: Fall sessions, Illinois News Broadcasters Assn., Jefferson Hotel, Peoria.

Oct. 18: UP Broadcasters of Wisconsin, Mead Hotel, Wisconsin Rapids.

Oct. 20-21: Texas Assn. of Broadcasters, Baker Hotel, Dallas.

Oct. 21-22: Central Canada Broadcasters Assn., annual meeting, King Edward Hotel, Toronto.

Oct. 25-26: Indiana Broadcasters Assn., fall meeting, French Lick Springs.

Oct. 27: Missouri AP Radio & Television Assn., Jefferson City.

Oct. 29: Convention, National Assn. of Educational Broadcasters, St. Louis.

Oct. 31-Nov. 1: North Carolina Assn. of Broadcasters, Robert E. Lee Hotel, Winston-Salem.

November

Nov. 5-7: Eleventh National Conference, Public Relations Society of America, Waldorf Astoria, New York City.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

The Newest Look in New Orleans TV

SEE YOUR KATZ REPRESENTATIVE

for MORE
MORE
MORE
ON CHANNEL 4

WWL TV

NEW ORLEANS CBS IN THE CRESCENT CITY

"THE CISCO KID"
OKLAHOMA CO-SPONSOR
SELLS 80% OF DEALERS!
EL CHICO FOODS, INC., co-sponsors of THE CISCO KID in Oklahoma City, report thru Purnell Advertising:
"With THE CISCO KID behind our sales efforts, El Chico Foods placed their line in 8 out of 10 dealers approached in the 46-county area where THE CISCO KID is received. Through THE CISCO KID, El Chico Foods has been able to place displays in many stores who previously refused them."
Ask to see more success stories of THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"
Write, Phone or Wire Collect Today
ZIV Television
New York
Chicago
Cincinnati
Hollywood

SKIATRON OPEN WIRE RULED OUT IN CALIF.

- **PT&T turns down Parax**
- **Milwaukee permit granted**

Pacific Telephone & Telegraph Co. has rejected the application of Skiatron Tv Inc. for permission to install Parax open wire lines on PT&T poles to transmit closed-circuit tv programs to the homes of subscribers in Los Angeles, San Francisco and other California cities.

[Although admittedly set back by the California development, Skiatron made a gain in another area last week. In Milwaukee the Common Council granted Skiatron a permit to operate a closed-circuit pay-tv system there. Although no arrangements have been concluded on installations, a Skiatron spokesman said the firm hoped to be programming in Milwaukee by next fall.]

"We won't use open wire lines ourselves for any new installation," a PT&T spokesman told B•T, "and we won't allow anyone else to use them on our facilities. Open wire in our opinion, just doesn't measure up to cable." The telephone company formerly made much use of open wire lines, but in recent years it has restricted installations almost exclusively to cables, he said.

Alan Lane, Skiatron vice president in charge of operations, who has been engaged in many of his company's negotiations with California municipalities for closed-circuit tv franchises as well as with PT&T for facilities, admitted that the refusal would deprive his organization of an economic advantage over competing toll tv companies who have based their costs on the use of cable connection.

The Parax open wire line system was given a clean bill of health in an FCC check made in mid-September. Robert I. Stratton, assistant engineer of the FCC field office in Los Angeles reported that the experimental Parax line installed by Skiatron neither picked up interference from power lines and automobile traffic nor produced any excessive radiation that might cause interference with other services.

"Although Skiatron was using 200,000 microvolts, about twice as much as under normal operating conditions, the radiation was well within limits set by the FCC," Mr. Stratton said. Although the Parax line is installed "in the toughest parts of Los Angeles for automobile interference," Mr. Stratton reported that programs transmitted over the open wire lines came in clear and completely free from interference.

WOL Offers C-C Tv Channel To Educational Institutions

An offer to provide one of its closed circuit tv channels to District of Columbia educational institutions was made last week by WOL Washington, an applicant for a franchise to wire the capital city for pay tv [B•T, Sept. 16].

Henry Rau, president of WOL, has written to the superintendent of D. C. schools and to the presidents of Washington's five universities (George Washington, Georgetown, Catholic, American and Howard), offering to set aside one of the channels in the prospective closed circuit toll tv system for educational use. The channel would be free to the users. In his letter, Mr. Rau suggested that a cooperative arrangement be made among the various educational organizations in the Washington area to be responsible for the programming on this channel. He asked for comments and suggestions.

L. A. City Council Opens Bids for Pay Tv Franchises

The Los Angeles City Council last Monday opened sealed bids on three city franchises for closed circuit toll tv systems applied for by Skiatron Tv Inc., International Telemeter Corp jointly with Fox West Coast Theatres and Harriscope Inc. Each company had bid for its own franchise; each had bid the minimum amount called for in the city's franchise form (2% of gross revenue); each bid was accompanied by a cashier's check for $500 as evidence of good faith. A call for further bids evoked no response from the audience at the council meeting.

At the motion of Councilman John C. Holland, who earlier in the month had given the only vote in opposition to advertising the non-exclusive franchises for bids to be opened Sept. 30 [B•T, Sept. 23], the council unanimously referred the bids to the city administrative officer for study as to the responsibilities and qualification of the bidders, with instructions for his findings to be reported to the council's Committee on Industry & Transportation. Presumably, if all bidders are found acceptable—and presumably, they all will be—the franchises then will be issued.

In San Francisco, where no toll tv franchise can be issued before Nov. 26 because of a city statute requiring 90 days to elapse between the filing of an application and the granting of a franchise [Skiatron's, the first, was filed Aug. 26] the finance committee of the city's board of supervisors has begun asking questions about the financial resources of the applicants, prompted by complaints from motion picture theatre interests who fear this new competition. Neither Skiatron nor Telemeter complied immediately with the committee's request for full financial statements, but Alan Lane, Skiatron vice president, told the committee that his company has given Horace Stoneham, owner of the Giants baseball team which is moving from New York to San Francisco, "a cash advance of $500,000 and a guarantee of several millions more" in exchange for the right to take the Giants' games into Bay Area homes via Skiatron's system of closed circuit toll tv.

Loesser Sues WCMB on Rights

Composer Frank Loesser, member of ASCAP, has filed suit for copyright infringement against Rossmoyne Corp., owner of WCMB Harrisburg, Pa., the licensing society announced Thursday. Mr.

Personalities Plus!

BARCLAY RUSSELL

Take a bit of wit, a feel for music, a warm approach and you have "Barco", whose morning show on WOAI is a favorite in San Antonio and South Texas. Barclay is also production manager for WOAI Radio with years of experience as announcer, actor and musician!

BILL McREYNOLDS

South Texas' only radio farm specialist, Bill spends about 50% of his time out in the fields taping interviews with county agents, 4-H Club members, farmers and ranchers! He's had lots of advertiser success stories on his 6:15 A.M. "WOAI Farm News".

HENRY HOWELL

"My wife and I have put most of our faith in a news broadcaster and weather expert in San Antonio--Henry Howell--who gives the lowdown on the weather in great detail over Station WOAI at 12:15 P.M. every day." --Stanley Walker, former N.Y. newspaperman, now a Texan! All South Texas knows and listens to Henry!

AARON ALLEN

Put a "geetar" in his hands, and Aaron Allen immediately becomes a folk-singin' son-of-a-gun from Texas! On the air, he mixes a splendid selection of Western recorded music with an occasional song of his own. "Double A" is another example of WOAI's VIP list—Variety In Personalities!

NCS No. 2 SHOWS WOAI HAS MORE LISTENERS: MONTHLY, WEEKLY, DAILY

WOAI HAS:

248% MORE RADIO LISTENING HOMES than San Antonio station #2

197% MORE MONTHLY LISTENING HOMES than San Antonio station #2

184% MORE WEEKLY LISTENING HOMES than San Antonio station #2

203% MORE DAILY LISTENING HOMES than San Antonio station #2

Count 50% counties—count all counties—count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too)!

BEST BUY EVER!

YOU CAN BUY 10 PRIME 1-MINUTE ANNOUNCEMENTS A WEEK FOR $170

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC AFFILIATE - Represented Nationally by EDWARD PETRY and COMPANY, INC.

LIVE
PERSONALITIES

Live personalities whom the people of Houston can see . . . and know . . . and reach out and touch as their friends helps us to deliver a warmer, more responsive market for the advertiser. Houston's top TV personalities are "live" on KTRK-TV.

turn to Page 76

9= KTRK-TV
CHANNEL 13 HOUSTON

Loesser alleges that copyrighted songs were performed by the station without authorization. Songs involved are "Guys and Dolls," "Sue Me" and "A Woman in Love." Plaintiff is asking the U. S. District Court for the Middle District of Pennsylvania to restrain WCMB from performing the songs in the future and to award damages of $250 for each unauthorized performance, together with court costs and attorney fees.

New PR Record Service Formed

A new company, Recorded Communications Inc., has been founded to apply broadcast techniques to corporate public relations. The firm initially will produce recorded conversations (on 33 rpm discs) with top industry leaders, distribute them among stockholders and lower-echelon management so that "we can bring into focus the 'faceless men' who run America's great corporations." The founder-president is Arnold Michaelis, a former executive with Columbia Records Div., CBS Inc.

The firm is headed by Mr. Michaelis, public relations executive William H. Baldwin and management engineer Eugene S. Taliaferro. Joining Mr. Michaelis as vice president in charge of production is Jerome M. Landay, a former WRCA-AM-TV New York producer and more recently vice president of Texanco Enterprises.

BMI, BMI Canada Plan Awards

Broadcast Music Inc., New York, and BMI Canada Ltd., have announced the sixth annual Student Composers Radio Awards "to further the creation of concert music." The awards total $13,500. Deadline is Feb. 15, 1958.

'Tv Guide' Opens 50th Edition

Tv Guide published its 50th regional edition Saturday when the Scranton-Wilkes-Barre, Pa., edition was split in two. The new 72-page Binghamton edition covers programming in Binghamton, Elmira, Syracuse, all New York, and Wilkes-Barre and Scranton. The Scranton-Wilkes-Barre edition, also 72 pages, covers eight counties in Pennsylvania. Both editions headquarter in the Brooks Building, Wilkes-Barre.

PROGRAM SERVICE SHORTS

Harry S. Goodman Productions, N. Y., reports it has acquired for syndication over 350 short segments (three to four minutes each) of Allen Funt's comedy material prepared for disc jockey shows.

Sound Recording Inc., N. Y. (recording company for advertising, radio-tv and film industries), has been established at 550 Fifth Ave. **Morton Schwartz** is president of new company.

Radio Gospel Fellowship, Denver, is offering quarter-hour devotional broadcast, *The Quiet Time,* to limited number of stations without charge. Audition tape supplied upon request to Radio Gospel Fellowship, P. O. Box 72, Denver.

ATAS Sets Writers Workshop

A proposed Writers Workshop has been given approval by the board of governors of the New York chapter of the Academy of Television Arts and Sciences. The workshop is designed to develop new writers and writing techniques in television. The plan calls for an original "student" body of about 40, made up of writers either newly established in television or established in other writing fields who want to make the transition to dramatic writing in tv. There will be four seminar groups, to be conducted by such tv writers as Paddy Chayefsky, Rod Serling and Robert Alan Arthur.

Boston U. Holds Tv Seminar

"Television as a means of instruction" will be emphasized during the First International Educational Television Seminar to be held Oct. 9 and 10 in Boston, under the auspices of Boston U.'s School of Public Relations & Communications, according to an announcement by President Harold C. Case and Dean Melvin Brodshaug of the university.

C-C for U. of Maryland

The U. of Maryland board of regents has appropriated $68,500 for a closed-circuit tv system for the university. The system will be used to help alleviate a teacher shortage and to train students in television, it was reported.

KHJ Starts In-School Series

A radio series for in-school reception, *Radio Ways to Learning,* starts today (Monday) as a Monday-Friday, 9:15-9:30 a.m. program on KHJ Los Angeles, with Coca-Cola Bottling Co. of Los Angeles as sponsor. The programs, produced by the Los Angeles Board of Education, are aimed at all grades and designed to stimulate interest in a wide variety of subjects, ranging from music to civics.

EDUCATION SHORTS

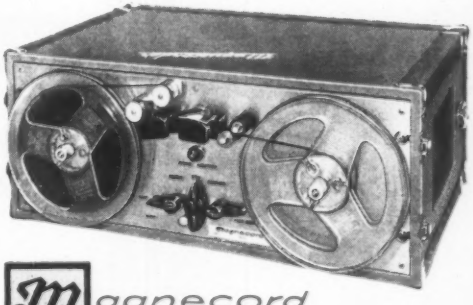
Education Committee of Society of Motion Picture & Tv Engineers, N. Y., is sponsoring extracurricular course, "Use and Handling of Film in Television," at UCLA. Sessions began Sept. 26 and will last for 17 weeks.

WCAU-TV Philadelphia and **U. of Pennsylvania** are offering specialized laboratory-classroom courses in field of communications. Students will receive actual radio and tv experience during weekly periods held at WCAU-TV studios. They will write and produce original scripts and also meet station executive and department heads who will give advice on broadcasting.

Ithaca College, Ithaca, N. Y., plans to construct and equip college radio-television studio. Facilities will include classroom seating 54 students, two radio studios, radio control room, projector room for tv films, music library, news room, office for student crews and two faculty offices large enough to accommodate small seminars and repair shop.

The most professional portable . . .

rugged . . . always dependable



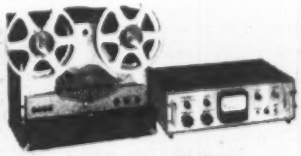
Magnecord

PT6-6

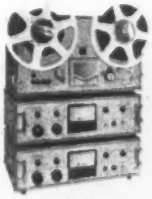
This is the set you insisted we bring back into the line because you couldn't do without it. It's the work horse in professional tape recorders, new and better than ever! Ideal for both studio and field work. A new and handsomely designed 19" front panel allows the PT6-6 AJ to be rack-mounted as well as carried in a portable case. The units are housed in separate case.

FEATURES:

- Two speed Hysterisis Synchronous Drive Motor
- 7½ and 15 IPS changed by switch
- NARTB Equalization
- Phone Jack Monitor
- 10 Watts Audio Power Output
- Internal Monitor Speaker with Volume Control



M-90—The FINEST without question!



P-60 Stereo—the request of the nation's leading professionals and now acclaimed from coast to coast as the standard for comparison.

P-63—Convert your present Magnecord equipment to industry's highest standards with this NEW compatible tape transport.

Magnecord

THE SOUND OF THE FUTURE

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AUTOMATION SPEEDS SPOT SALES

Univac-created electronic brain expedites PGW's time-selling services

The electronic brain that uses the principles of Univac is being put to work in the business of time selling. At Peters, Griffin, Woodward Inc., automation has arrived.

Live executives, salesmen and secretaries greet the visitor at PGW's 18th floor offices in the Postum Building at 250 Park Ave. in New York. This is as it always has been. But in an air-conditioned office apart from the main stem, doors close off an electronic beehive.

Behind these doors, an electronic system that stores information on programs, availabilities and rates for both radio and tv now is in use. The robot-like genius that does these things was created after many months of study by Remington Rand's Univac Div. and the station representative [B•T, Nov. 19, 1956]. It employs the principles of Univac, the electronic wizard that can calculate a mathematical problem of astronomical proportion or just as easily predict who will win an election.

At PGW, where the system has been operating these past two weeks (after two months of dry runs), the electronic brain center is called the "Data Processing Department."

Nucleus of this brain center is a group of machines: the Wheeldex, interpreter, tabulator-summary punch, calculator, sorter, alphabetical punch and collator. They represent a value of approximately $17,500.

To make room for this automation, PGW converted space that formerly housed a conference room and adjacent quarters.

Why automation? As the representative for 31 radio and 31 tv stations throughout the U. S., PGW's responsibilities for service are important and great. They apply equally to advertisers and agencies that buy time on the stations.

Thus the emphasis at PGW is on continual improvement of its servicing procedures —hence, the electronic nerve center.

This electronic brain center is designed to provide fast and accurate service to agencies, advertisers and stations. With the Remington Rand machines, PGW now can process requests for availabilities on both spot radio and spot tv within hours, even minutes. These processes include schedules cleared, offered, sold and confirmed.

A new nerve center cannot be installed and used instantly and exclusively, without severing the other parts of the body. Thus, the PGW's electronic unit is becoming a reality only after a long, agonizing "getting used to each other" period. It took two years, from the time PGW began searching for a system to D-Day when the system was first put to use. Before the premiere of the station representative's electronic system it had two months of dry runs.

In the meantime, kinks are being straightened out, people in the business are getting used to the electronic brain, and it is getting used to the business. It will take another 30 days before the last traces of the old, manual routine of routing orders are wiped away. Some phases of the former handling were preserved, mainly to take care of older sales for which it would have created unnecessary confusion to apply the electronic brain.

Speed, accuracy and compactness are the triple benefits that PGW expects will accrue to the benefit of all. For example:

- It takes perhaps as much as a half-hour on an average for a 15-line availability sheet to be manually typed and prepared for use. The tabulator prints 100 lines of availabilities per minute.
- To become obsolete at PGW: the need to type, retype and copy the same information over and over again in the daily routine of the selling of time and confirming broadcast orders.
- The sale and servicing of national spot broadcasting schedules are simplified. This helps both station and the buyer—agency and advertiser.

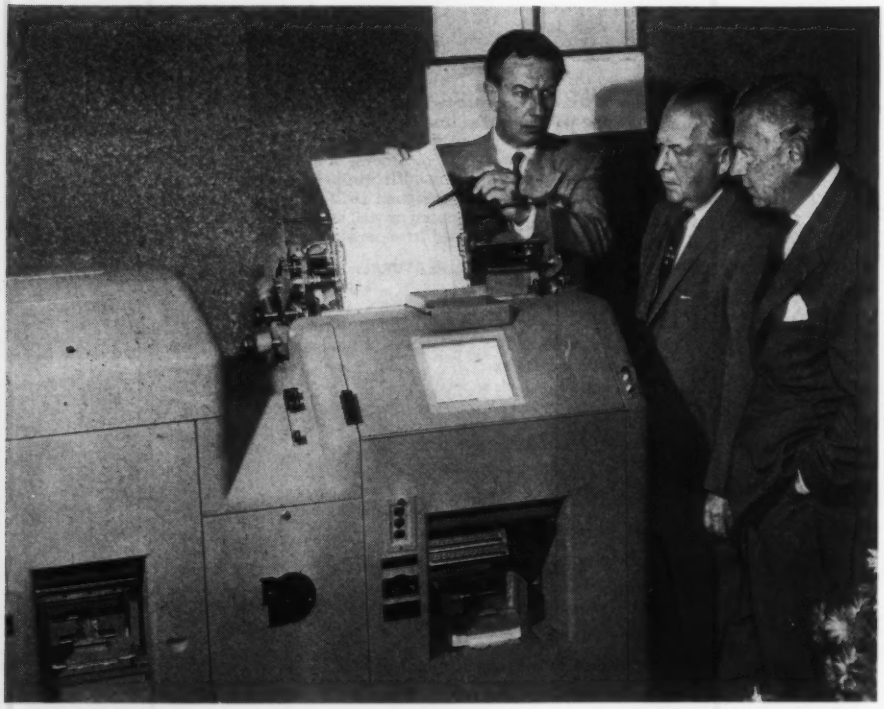
A timebuyer normally wants to close the advertiser's budget as fast as he can once he has laid out the campaign market by market. The quicker he obtains the confirmation of a broadcast order, the faster the close-out of the market involved.

- Complete and accurate records in simple form will be there to check for prompt reference on such life-blood matters in the radio-tv business as: broadcast availabilities, confirmation of broadcast orders, confirmation of schedule changes and statistics and data for management study and special reports.
- Invaluable by-product information will be available. From the untiring brain will come data on product categories: what's with automobiles? soaps? tire companies? cigarette firms? Who's buying what and at what frequency on PGW stations, comparisons of national advertisers on year-to-year, six-month, quarterly, monthly basis.

The search for better service has been consistent at PGW. In 1949, the firm simplified forms and methods for transmitting accurate broadcast information. But this step soon was made obsolete by a burgeoning spot business and expectations for still greater volume in the future.

Thus, in October 1955, Jones Scovern, vice president and treasurer at PGW, began a study of each phase of the representative's operation in terms of time and work energy. His objective: to find a better mousetrap.

His analysis pointed to this conclusion: a mechanized system could provide an answer to the improvements needed in the detailed procedures. Remington Rand engineers were called in to consult on the creation of a system that would use the principles of Univac. A first demonstration was held in March 1956. Further revision and refinement were needed. Exactly a year ago,



THE END PRODUCT *of PGW's electronic brain center is this list of availabilities held by President H. Preston Peters (see facing page for a larger view of the machine's products). Viewing the operation are Jones Scovern, vice president-treasurer, and Russel Woodward (r), executive vice president. Other phases of PGW's electronic system are pictured on page 72.*

WHAT HE COULD BUY

PETERS, GRIFFIN, WOODWARD, INC. — *Pioneer Radio and Television Station Representatives*

TELEVISION AVAILABILITIES

STATION: WTVJ MIAMI FLORIDA | CHANNEL: 4 | AFFILIATION: CBS | DATE: MO. 9 DAY 18 YR. 57

SALESMAN: J HASKELL

AGENCY: MR FRANK SILVERNAIL, BBDO, 383 MADISON AVENUE, NEW YORK 17 N Y

ACCOUNT - PRODUCT: AMERICAN TOBACCO COMPANY, HIT PARADE CIGARETTES

L/F/S: FILM | PGM/ANN: ANN | FROM MO. 9 DAY 15 YR. 57 THRU MO. 12 DAY 14 YR. 57

CONTRACT YEAR: ANN 1/05/57 | TOTAL THIS CONTRACT YEAR | FREQUENCY EARNED | RATE CARD NO.: 13 | RATE CARD NO. EFFECTIVE: MO. 1 DAY 1 YR. 57

PRECEDING PROGRAM	FOLLOWING PROGRAM	M	T	W	T	F	S	S	TIME	TYPE	CLASS	1 X RATE	RATE CARD NO.
IN 4 STAR FEATURE			T	W	T	F			1125	CON	CL	PA	C	114 00	13
TAKE OFF	PVT SECRETARY		T						730	PM	SB	AA		250 00	13
WEST POINT	DESTINY					F			730	PM	SB	AA		250 00	13
J DURANTE	BRAVE EAGLE						S		730	PM	SB	AA		250 00	13
PVT SECRETARY	TO TELL TRUTH		T						800	PM	ID	AA		125 00	13
CLIMAX	CLIMAX				T				800	PM	ID	AA		125 00	13
BRAVE EAGLE	GALE STORM								800	PM	ID	AA		125 00	13
O HENRY PLYHS	STUDIO ONE														
PLAYHOUS															

THE PROBLEM: Frank Silvernail of BBDO wanted to buy some spots for Hit Parade cigarettes on WTVJ (TV) Miami. He wanted to know what time was available from Sept. 15 through Dec. 14. PGW salesman J. Haskell put the question to the electronic brain system, and this is what came out. For example, it showed that Mr. Silvernail could buy at 7:30 p.m. Tuesday between "Take Off" and "Private Secretary" for $250.

WHAT HE BOUGHT

PETERS, GRIFFIN, WOODWARD, INC. — *Pioneer Radio and Television Station Representatives*

TELEVISION CONFIRMATION BROADCAST ORDER

STATION: WTVJ MIAMI FLORIDA | CHANNEL: 4 | AFFILIATION: CBS | MO. 8 DAY 16 YR. 57

SALESMAN: J HASKELL

AGENCY: MR FRANK SILVERNAIL, BBDO, 383 MADISON AVENUE, NEW YORK 17 N Y

ACCOUNT - PRODUCT: AMERICAN TOBACCO COMPANY, HIT PARADE CIGARETTES

L/F/S: FILM | PGM/ANN: ANN | FROM MO. 9 DAY 16 YR. 57 THRU MO. 12 DAY 14 YR. 57 | TYPE OF ORDER: RENEWL | CBO. NO.: 54308

CONTRACT YEAR: ANN 1/05/57 | TOTAL THIS CONTRACT YEAR: 117 | FREQUENCY EARNED: 104 X | RATE CARD NO.: 13 | RATE CARD NO. EFFECTIVE: MO. 1 DAY 1 YR. 57 | BILLING METHOD: AS EARNED

PRECEDING PROGRAM	FOLLOWING PROGRAM	M	T	W	T	F	S	S	TIME	TYPE	CLASS	1 X RATE	NO. OF TIMES	EARNED RATE	AMOUNT
WEST POINT	DESTINY					F			730	PM	SB	M	250 00	13	200 00	2600 00
PVT SECRETARY	TO TELL TRUTH		T						800	PM	ID	M	125 00	13	100 00	1300 00
CLIMAX	CLIMAX				T				800	PM	ID	M	125 00	13	100 00	1300 00
O HENRY PLYHS	STUDIO ONE	M							900	PM	ID	M	125 00	13	100 00	1300 00
MOM OF DECISN	FRONTIER						S		1030	PM	SB	M	250 00	13	200 00	2600 00

THE SOLUTION: After Mr. Silvernail looked over the availabilities, he placed the order with Mr. Haskell, who in turn relayed the information to the electronic brain. The resulting "Television Confirmation Broadcast Order" shows what he bought and what it cost him, all in one fast operation.

revisions were completed and construction begun on specially-designed equipment.

In the PGW-Remington Rand system, information stored for use in fulfilling requests includes: station call letters, cities, channel, power; station rates for every broadcast service offered by each radio or tv station; station programming to show available program periods, announcements, with adjacencies and other announcement combinations; buyers' names, the agencies, accounts, products and brand names; contract year details by accounts, products and type of service, and detailed records of services used—costs by products or product classifications, and services ordered for future broadcasting.

This is the way the system works. A request for availabilities on a station represented by PGW is routed to the Data Processing Dept. by the salesman. A "coordinator" (employe familiar with station programming, policies, rates and various steps in the equipment's operation) assembles the information required from the basic master reference stored in one of four Wheeldex machines. Punched cards show the station, agency, buyer, account, product, type of broadcast service (program or announcement) and variable data such as days of the week, starting and ending dates, applicable rates and the account's contract year.

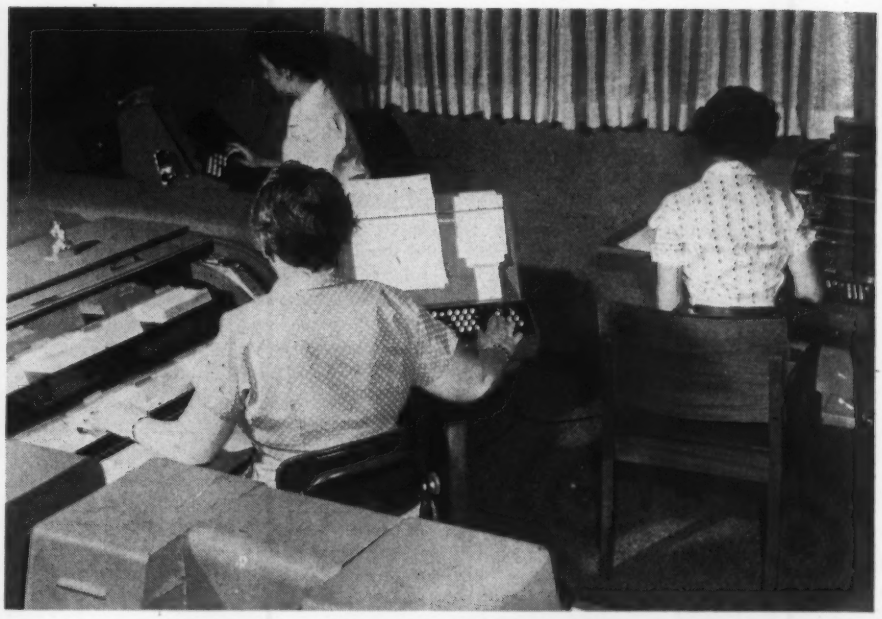
An "expediter" (one of the persons handling the machines) processes the information through an interpreter (which automatically interprets holes punched in cards, and prints information on the face of the card), a sorter (which arranges cards into any desired numerical or alphabetical order) and a calculator (which automatically adds, subtracts, divides and multiplies). The finished product is returned to the salesman (PGW "Colonel") who made the original request—this is a printed form in triplicate with complete and accurate information.

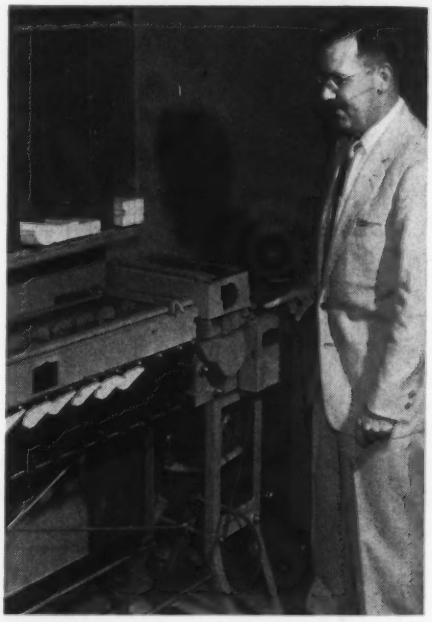
Once this system has set up availabilities, PGW is 80% of the way toward confirmation of the broadcast order. This is because all assembled information is kept on "active" cards. Once broadcast times have been selected and sale consummated, the issuance of a confirmation of broadcast order is rapid. A copy of the availabilities submitted to and selected by an advertiser or agency, is returned to the Data Processing Dept., and a new form with six copies, is processed. This includes the information assembled from the master but edited and made to conform with the actual schedule sold. Schedule changes are handled in the same way, that is, by reprocessing and printing a new form from information assembled previously.

The electronic processing at PGW means machines. In addition to the descriptions already given, the tabulator-summary punch automatically adds, subtracts and produces totals and grand totals, an alphabetical punch is the automatic typewriter that accommodates variable or temporary information (punches holes in cards) and the collator assembles several sets of cards into one set in numerical sequence.

Will this complex of machines mean a sharp reduction in staff? a pruning of sales force? people with time on their hands? Hardly, says Mr. Scovern, who notes the big business of spot tv and spot radio is geared to handle many services and perform many jobs. The machines may ease the pressure, but they will not replace anybody.

And, of course, the machines are not robots, they are stationary, they can't get around to timebuyers' offices nor can they be fitted into attache cases as salesmen make the rounds of Madison Avenue.

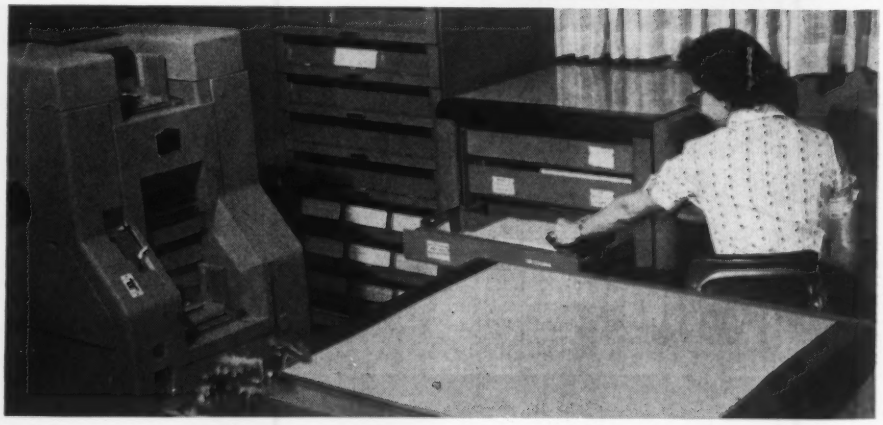




ABOVE: This is the Wheeldex. Gertrude Collins (back to camera) handles master reference cards on which is stored all broadcast information on PGW-represented stations.

RIGHT: Operating the sorter is William J. Sloboda, PGW's chief accountant. Behind him is the interpreter. The machines arrange punch cards in numerical or alphabetical order, interpret the card and the printed data on the face.

BELOW: This view shows the alphabetical punch that accommodates variable or temporary information by punching holes in cards, and (at left) the collator that assembles several sets of cards into one set in numerical sequence. Checking the file is Olga Slota.



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And you make money winter, spring and summer as well!

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STATION
with 100%
All Negro

★ PROGRAMMING
★ PERSONALITIES

"Versatile"
Larry McKinley
10 to 12-noon
4 pm to Sign Off

"Sister"
Bessie Griffin
12 to 2 pm

"Deacon"
Jack Willman
8:30 to 10 am

"Groovy"
Gus Lewis
Sign on to 8:30
2 to 4 pm

WMRY
The Sepia Station
1000 WATTS 600 KC.
New Orleans
Mort Silverman—Exec. V. P. & Gen. Mgr.
Gill-Perna, Inc.—Nat'l. Rep.

TWO southern governors, members of the committee appointed by the Southern Governors Conference to discuss the Little Rock situation with President Eisenhower, were interviewed last Tuesday over NBC-TV within minutes after the President refused the "assurances" of Gov. Orval Faubus of Arkansas that peace would be maintained in Little Rock if federal troops were removed. L to r: Newsmen Richard Harkness, David Brinkley and Frank McGee question Gov. Luther H. Hodges of North Carolina and Gov. Frank Clement of Tennessee.

DATELINES

Newsworthy News Coverage by Radio and Tv

LITTLE ROCK—All the radio and television networks maintained their newsmen and camera crews in Little Rock last week to continue coverage of the school integration story. Pickups were fed to various regular network newscasts, and filmed coverage also was carried on news programs.

CBS-TV canceled its regular *The Last Word* show Sept. 29 and substituted a special *Report on Integration*, featuring four southern newspapermen belonging to the Southern Education Reporting Service. CBS newscaster Griffing Bancroft was moderator during the discussion, which centered on the overall picture of integration throughout the South.

Mutual's *Reporter's Roundup* program last Monday (7:35-8 p.m.) was devoted to a discussion of school integration in the South, with Rep. Adam Clayton Powell (D-N. Y.) as guest. He claimed both the federal government and Gov. Orval Faubus had mishandled the Little Rock situation. Today (Monday) the same program will present Gov. LeRoy Collins of Florida, newly-elected chairman of the Conference of Southern Governors, as guest.

WFGA-TV Jacksonville, Fla., reports it aired exclusive interviews with six of the governors attending the Southern Governors' Conference in Sea Island, Ga., last month. Station newsmen also sent back film from the scene of the conference and issued hourly reports on the developments in connection with Little Rock.

A former Cincinnati housewife who now is living in Little Rock with her Air Force husband was contacted by WCPO Cincinnati, and as a result, the station received an on-the-spot report by telephone. The station says that in several instances, the young woman was ahead of all the wire services.

A special 15-minute public opinion forum on Little Rock and President Eisenhower was presented last month by WLEE Richmond, Va. To prepare for the broadcast, the station reports it placed over 100 telephone calls to get reactions of the man-in-the-street as well as official comment on the Little Rock crisis. News Director Ed Chesnutt of KARK Little Rock provided WLEE with "beeper" reports.

News Director Hugh Cherry of WSIX-TV Nashville flew to Arkansas to get on-the-scene films of the Little Rock crisis on the morning that U. S. paratroopers arrived. He returned to Nashville in the evening and the station aired the films on its early evening news shows.

KWTV (TV) Oklahoma City last month claimed to be the only local news medium with a reporter and cameraman on-the-scene in Little Rock fulltime. The station reports it has presented film and phone reports covering all the important events there since the opening of schools on Sept. 3. In addition, a special 15-minute documentary study of events preceding and leading up to President Eisenhower's action in the crisis and his message to the people was presented by the station immediately following CBS-TV's telecast of the message on Sept. 24.

Listeners of WCEF Parkersburg, W. Va., were given the opportunity to hear on-the-spot interviews when the station contacted KLVC Little Rock last month for telephone tape recordings covering the events there. They also heard reports of WCEF's attempts to contact Gov. Faubus, Mayor Mann, Principal Jess Mathews of Central High School and Gen. Walker, commander of the 101st Air Borne Div.

CLEVELAND—Not missing any bets, WERE Cleveland got together a news staff large enough to assign a man to all candidates in the city's three-way mayoralty primary elec-

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CLEAR
3
CHANNEL

tion Oct. 1, with enough left to cover poll headquarters and a suburban campaign. With direct lines to voting centers, WERE was prepared to report an early wind-up which marked the landslide victory of incumbent Mayor Anthony Celebrezze.

For its trouble, WERE received an unqualified testimonial from Ben C. Green, chairman of the Cuyahoga County Board of Elections, who said, "While WERE has always done a good job of election reporting, it provided the most complete and thorough coverage of this year's primary election, with direct lines to the various headquarters. WERE was the only station with a direct line to the Board of Elections." WERE salesmen who had news experience were enlisted to augment news regulars for the primary job.

ST. LOUIS—While KXOK's Bob Shea was at home relaxing, he heard an explosion and rushed to investigate. As a result, the station reports it was able to give a running news story of service and information to its audience during a $56,000 fire-explosion at the Imperial Refineries Corp. in Olivette, Mo., Mr. Shea phoned KXOK's newsroom and gave an account of the disaster for immediate broadcast, long before the local papers were on the street, KXOK says.

WSAN Transmitter Shot At

Reuel Musselman, joint operator of WSAN Allentown, Pa., had a close brush with a bullet Sept. 29 but escaped injury. He was filling in for a vacationing operator at the WSAN transmitter when a bullet entered the window over his head at 1:50 a.m. The shot was fired from a car which pulled away quickly afterward. Mr. Musselman said he thought his assailant intended only to frighten him.

WITH FCC approval of the merger of Transcontinent Television Corp. and the WGR Corp. out of the way [B•T, Sept. 30], Paul A. Schoellkopf Jr. (l), Transcontinent's chairman of the board, and George Goodyear, WGR chairman, shake on the deal. Mr. Goodyear will be elected to the Transcontinent board under terms of the agreement, which involved a consideration "in excess of $5 million." Transcontinent stations are WROC-TV Rochester, WGR-AM-TV Buffalo, both N. Y., and 50% of WSVA-AM-FM-TV Harrisonburg, Va.

Your job— and ours

We're in business to help broadcasters—not to take over. You'll never find an Allen Kander man arbitrarily telling station owners how to run their affairs.

But you can depend on an Allen Kander man for valued assistance when you want to make any change in your present interests or to enter the Radio-TV industry for the first time. That's our business.

We have all sizes of properties available across the nation, but we don't catalog them into lists. We have many competent buyers looking for a special situation to develop. Your property may well be what they're waiting for.

As to financing, we are always in touch with lending institutions and individual investors who are interested in solid situations.

Buyers and sellers meet under our type of operation with a feeling of mutual trust and respect. It's an atmosphere that leads to the best results in the quickest time.

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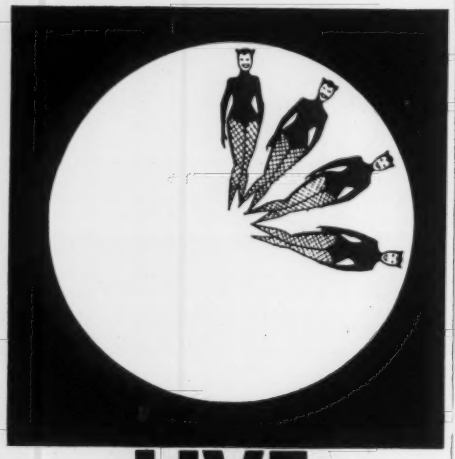

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Live local sports are *exclusive* on Houston's live station . . . Whether it's tournament golf, weekly wrestling, Little League baseball, or National AAU swim championships . . . only KTRK-TV covers for Houston the local sports spectacles that interest them most ! ! !

turn to Page 84

9= KTRK-TV
CHANNEL 13 HOUSTON

Pulse Attention to Promotions Draws Beefs From Some Outlets

By attempting to show in its ratings which local radio stations conducted special listener promotions during the rating week, it appears that the Pulse Inc. has a "hot potato" on its hands: Some 15-20 radio stations in highly competitive markets have complained about the procedure the research organization uses in ascertaining the information. Pulse is understood to be the only firm which attempts to show this information. The difficulty seems to lie in the fact that stations using special promotions don't like to talk about it when questioned.

The displeasure felt by some stations was summed up in sharp terms by Charles W. Balthrope, president of Radio KITE Inc., owner of KITE San Antonio. Mr. Balthrope advised Dr. Sydney Roslow, president of Pulse, that KITE would not provide information on "special promotional efforts" undertaken by KITE. Mr. Balthrope added: "Why don't you report what's being done during the survey period instead of asking the offending stations to give you a double-talk answer or a virgin-like 'no reply'?"

Dr. Roslow said it is his impression that Mr. Balthrope wants Pulse interviewers to report on the special promotions carried on by stations during rating periods. He claimed that it is not the function of the Pulse to "police" the stations because it is a rating organization. The Pulse, he said, has asked stations to indicate when special promotions —not including those usually carried on a regular basis—are launched during rating periods. If competing stations report to the Pulse that another outlet has conducted a special promotion, this information is carried in the report but the accused station is given the opportunity to enter a disclaimer.

Dr. Roslow said he has received similar complaints from 15-20 radio stations and observed they were all located in "fiercely competitive markets." He defended his system as one that gives a timebuyer a more accurate picture in a particular market as the buyer has another factor to consider in arriving at a decision.

WACK Starts on 1420 Kc

WACK Newark, N. Y., started broadcasting last week on 1420 kc, according to an announcement by Bud Sova, general manager. The new station is on the air from 6 a.m. to sunset and features service from a remote studio in Canadaigua, N. Y. Officers are Dr. Joseph J. Kaufman, president; Dr. Donald A. Corgill, treasurer; David A. Kyle, secretary; Arthur Kyle and Richard L. Sandefur, directors. The same group is associated in ownership of WNDR Syracuse, WPDM Pottsdam and WABY Albany. Mr. Sova had been with WNDR under the name Del Baxter since 1949.

WNDU Makes Switch to Ch. 16

WNDU-TV South Bend, Ind., officially moved from ch. 46 to ch. 16 Sept 29, claiming better reception by viewers throughout its South Bend-Elkhart coverage area. Bernard C. Barth, vice president and general manager of the station, said the change was designed to afford a stronger signal and will particularly benefit tv homes in its fringe area. He reported WNDU-TV reception now extends to within a radius of 62 miles of South Bend and includes 15 counties in Indiana and Michigan as a result of the channel switch. The uhf outlet is a primary NBC-TV affiliate, starting operation in July 1955.

Burbach to Retire in St. Louis; Grams to Succeed at KSD-AM-TV

George M. Burbach, general manager of KSD-AM-TV St. Louis and one of the nation's pioneer broadcasters, last week announced his retirement effective Jan. 1. Harold Grams, program director of the stations, will succeed him.

Mr. Burbach was instrumental in setting up the *St. Louis Post-Dispatch* radio station in 1922 and was placed in charge of its

MR. BURBACH MR. GRAMS

program and business departments at that time. He became general manager in 1933, in addition to his duties as newspaper advertising manager. In 1941 he gave up the newspaper position to devote full time to broadcasting.

Joining the newspaper in 1913, Mr. Burbach was elected to the Pulitzer Publishing Co. board in 1922 and also has been secretary of the firm since 1940. He became interested in tv after watching a London demonstration in 1936. KSD-TV took the air Feb. 8, 1947, as "the first post-war equipped tv station."

Bomb Scare Puts WDAS Off Air

WDAS Philadelphia was reported off the air about 25 minutes Sept. 29 because of an anonymous report that a bomb had been planted in the building. Police got the telephoned message shortly after 8 a.m. and combed the building for nearly a half-hour, finding no explosives. A station spokesman connected the incident with race trouble. Negro programming represents the bulk of the WDAS schedule.

KNXT (TV) Sets Basics Course

To promote understanding of the television medium, KNXT (TV) Los Angeles is inviting agency and client representatives to a training course beginning in mid-October, according to Clark B. George, general manager of the station. The course will comprise six sessions of two hours each,

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Flexible Financing for Broadcasters

The RCA PROGRESS PURCHASE PLAN

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Why not let the RCA Broadcast Representative fully explain the RCA Progress Purchase Plan to you? He can show you the basic equipment needed to get you on the air at minimum investment. He can help you plan now to meet your exact requirements, allowing for future progress and development.

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covering tv basics, selling, commercial use and production. George Moskovics, manager of television development for KNXT and the CBS Television Pacific Network, is working with Mr. George on the course, which is being offered free.

KTWO-TV Offers Advertisers 'On the Air' Research Service

KTWO-TV Casper, Wyo., has announced a new "On the Air" research service for advertisers to test brand awareness and viewer "playback" of commercials. The system was developed for KTWO-TV by Dr. Saul Ben-Zeev, formerly of the U. of Chicago and now research director for North Advertising, Chicago agency.

The on the air plan is offered free to every advertiser who purchases a unit of 20 spot announcements per month at regular rates, according to The Meeker Co., sales representative for KTWO-TV. Studies, made at the completion of 20 spots, consist of interviews with a random sample of 200 persons for each product. According to Dr. Ben-Zeev, the value of awareness and "playback" data increases sharply when public reaction can be traced regularly over a period of time.

Burt Harris, president of KTWO-TV, stated a belief that the on the air research plan is the first such to be offered advertisers as a regular part of a spot announcement package.

Tv Movies Popular in New York, Politz Media Study Indicates

Results of an Alfred Politz media study, commissioned by WOR-TV New York, show that in the New York area feature films on television not only are a major form of local programming but are watched by "practically all viewers and are highly popular with people of all age, income, sex and habitation brackets."

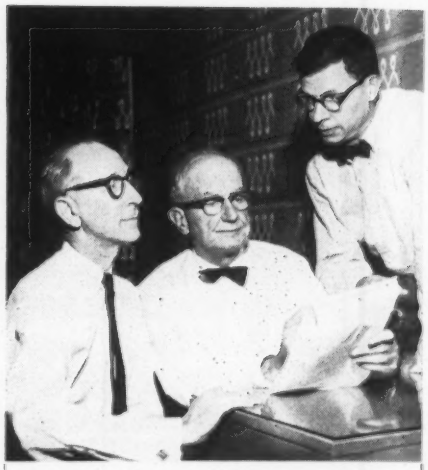
In announcing results of the survey today (Monday), Gordon Gray, executive vice president and general manager of WOR-TV, said the station underwrote the project because "we wanted to get a study in depth, not only of the scope of the audience for movies on television but also the attitude of the public toward this form of entertainment."

The study, based on a 1,000-person probability sample conducted during the April 1-22 period in the New York area, also was designed to ascertain the size and attitude of the tv audience toward five leading feature film presentations on New York area tv stations. Mr. Gray claimed it was the first such major tv study on a local basis.

Among the findings in the Politz study are:

- Almost everyone watches movies on tv, encompassing 88.3% of all area viewers over 11 years of age (10,089,000 viewers).
- During a four-week period, 90% of the viewers (9,130,000) watch movies on tv.
- In comparison with other types of tv programs, 75.6% find feature films as enjoyable or more enjoyable than other tv programs. Specifically, 39.4% found them more enjoyable than other tv shows; 36.2% equally enjoyable and 18.1% less enjoyable.
- In terms of frequency viewing, 59.7% (5,454,000 viewers) watched frequently (several times a week); 19.2% (1,755,000 viewers) watched regularly (about once a week) and 21.1% (1,921,000 viewers) watched occasionally (less than once a week).
- The scheduling of late-evening movies on tv is most convenient on nights preceding a non-work day: only 34.6% said viewing would be convenient on Monday, Tuesday, Wednesday and Thursday with the figure rising to 49.8% on Friday, 47.9% on Saturday and dropping to 30.1% on Sunday. With respect to early-evening movie programs, only 30% said it would be convenient to watch at that time.

The results of the study have been incorporated into a presentation claiming top ranking for the station's *Million Dollar Movie*. It will be shown to New York agency executives on Oct. 15-17 at the Hotel Delmonico.



LOOKING over the sale contract for KRIZ Phoenix [B•T, Sept. 30] are (l to r) Howard M. Loeb, who is selling the station for $230,000 to former U. S. Sen. Burton K. Wheeler (D-Mont.) and his sons, Richard B. and John L. (the latter not shown). The transaction, subject to FCC approval, involved nearly $500,000, according to Mr. Loeb, who retains the balance of interest in the property. KRIZ operates on 1230 kc with 250 w.

Franco Joins Forjoe Rep Firms

Carlos Franco, head of Carlos Franco Assoc., is joining Forjoe & Co. and Forjoe-TV Inc., New York, station representatives, as executive vice president. Mr. Franco, prior to forming his own firm, had been with Norman, Craig & Kummel, sales manager of Crosley Corp., radio-tv director of William Weintraub agency and for 14 years was media director of Young & Rubicam, New York.

COLUMBUS DISCOVERED AMERICA...

"Jaxie" Discovered The Great $1½ Billion Florida - Georgia Television Market!

Basic NBC Affiliation

Represented by Peters, Griffin, Woodward, Inc.

WFGA TV Channel 12 Jacksonville, Florida

Success Formula in Southwestern Pennsylvania

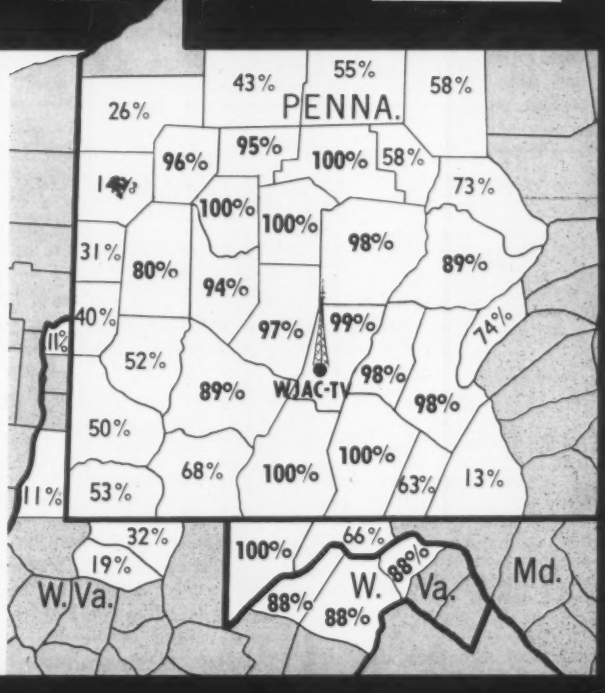
SEEING = SELLING

more see ***more sell***

more people watch WJAC-TV regularly

In 20 of the 41 counties in Pennsylvania's 3rd TV market WJAC-TV reaches 80% to 100% of all TV homes.* The people who watch are the people who buy, and there's more to watch on WJAC-TV—24 of the top 25 night time shows!

If you have something to sell, direct your advertising to the viewers in more than a million TV homes, watching WJAC-TV more than any other station.



SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

Nielson Coverage Services—Report No. 2 (monthly coverage statistics)

Get the whole story from your KATZ man.

CANON 35½

KOOL-TV Phoenix ran afoul of "an extension" of Canon 35 in attempting film coverage of the installation of a new state supreme court justice late last month. The station's Ralph Painter, assuming that the Canon 35 ban on broadcast coverage in Arizona courtrooms pertained to actual legal proceedings only, set up his cameras. But, according to KOOL-TV, Chief Justice Levi Udall came on the scene and with a wave of his hand banished the cameras during the actual swearing-in. KOOL-TV got its pictures, however, when Mr. Painter prevailed on the principals to re-enact the ceremony later.

WSBA-TV York, Pa., appoints Jack Masla & Co., N. Y.

REPRESENTATIVE SHORTS

Blair Television Assoc. moves from current offices at 422 Madison Ave., N. Y., to 415 Madison Ave., effective Oct. 15. Telephone: Plaza 1-1922.

STATION SHORT

WRCA New York reports 40% increase in local billings and 30% gain in combined local and spot sales billings for first nine months of year over same period last year.

Good digging for sponsors, too!

Elton Britt, once prospector for uranium, wrote and recorded for RCA-Victor the first country and western song ever to sell over a million records. His records have sold 12 million plus. Britt is now finding better diggings on WMAL-TV's "Town and Country Time" . . . 2:30-3:00 p.m. Monday through Friday . . . produced by Connie B. Gay, and birthplace of Jimmie Dean, Patsy Cline, and George Hamilton, IV.

With Britt, Roy Clark's band, top guest stars, this show digs gold for sponsors too.

real live daytime programming

wmal-tv
WASHINGTON, D.C.
maximum power on channel **7**
AN *EVENING STAR* STATION
Represented by H-R Television, Inc.

FTC MONITORING BEARS FRUIT

The Federal Trade Commission's radio-tv monitoring unit took center stage at the agency last week as two of the unit's first cases alleging false advertising went into hearing. First arguments in the government's case against Whitehall and American Chicle commercials were heard.

Whitehall Pharmacal Co. (InfraRub and Heet), New York City, was in the first group of complaints developed by the year-old unit. These were the three actions citing muscle rub products last spring [B•T, April 1] against Whitehall, Mentholatum Co. and Omega Chemical Co. The last two have yet to answer the federal charges.

American Chicle Co. (Rolaids), Long Island City, N. Y., was the target of the first action by the unit to be concerned solely with television commercials [B•T, May 20].

Proceedings promise to be drawn out but are assuming some of the showmanship elements of the electronic medium itself. The government has set up a screen and projector in the hearing chambers and is showing film commercials as key evidence.

Counsel for Whitehall and American Chicle are protesting the "courtroom" showings on the ground that conditions are so different from the circumstances of ordinary tv viewing as to give an erroneous impression, constituting "gross distortion and misemphasis." This point is considered vital in the still new field of tv ad regulation.

Vincent A. Kleinfeld, lawyer for Whitehall, stated that he had no objection to the government's showing a complete program sponsored by the firm but called it "fantastic" to take a minute or 30-second commercial out of context and show it in the "naked" hearing room. The test of a commercial message, he said, is the total effect on the consumer. The effect of a one-minue spot, surrounded by program material and seen at home on a 21-inch screen cannot be judged fairly by a hearing examiner looking at an isolated commercial film on the hearing room screen.

American Chicle's attorney, H. Thomas Austern, in objecting to the government film presentation, suggested simulating a tv receiver screen. His objections to the showing were overruled by the hearing examiner, and Rolaid film spots on the motion picture screen climaxed the first day's hearing last Monday. In his protest to the move, Mr. Austern said, that "to project a 60-second segment — unrealistically and unfairly to focus and to concentrate upon that isolated projection at a hearing — to view and to hear what no television viewer sees and hears under remotely comparable circumstances — disassociated from anything that has gone before or is next to come to his attention on the television screen — would be so gross a distortion as to be false and misleading in itself."

Showing of Whitehall commercials was scheduled Friday in Washington, following Tuesday and Wednesday sessions in Philadelphia. There was a strong likelihood of Whitehall's objection to the showing being overruled since FTC Hearing Examiner John B. Poindexter, assigned to both American Chicle and Whitehall cases, had allowed the isolated spots to be shown at the Rolaids hearing Monday.

In Philadelphia, FTC counsel, Morton Nesmith called in Dr. Richard Smith, Philadelphia rheumatology specialist, and Dr. Joseph Lee Hollander, head of the arthritis clinic of the University Hospital of the U. of Pennsylvania, to describe laboratory tests on Heet and InfraRub. The FTC complaint challenges Whitehall claims regarding duration and extent of relief provided by the preparations. Mr. Nesmith expected to conclude his case Friday. Whitehall's rebuttal is not yet scheduled but probably will not begin for several weeks.

The Rolaids action, off to an all-day start last Monday, was scheduled to resume today with the probability that the government would call expert witnesses to testify on Rolaid copy points.

Before the film showing last week, FTC lawyer Daniel J. Murphy called two outside witnesses, Jane Smith, traffic manager of WTTG (TV) Washington with program logs to show programming of Rolaids' spots, and Professor James N. Mosel of George Washington U., advertising psychologist, to testify on the commercials' "meaning" to the consumer. The government, in its complaint, cited Rolaids' use of a white-coated performer in its doctor-dramatization (so identified on the air) spot and its depiction of a tattered napkin that could have been burned through by stomach acid.

After hearings have been concluded in the Whitehall and Rolaids proceedings, initial decisions by Examiner Poindexter will go to the full commission for final action. Respondents may appeal unfavorable rulings in courts.

FCC Denies WSUN-TV Request To Operate on Area's Ch. 10

The FCC last Wednesday denied a request by ch. 38 WSUN-TV St. Petersburg, Fla. (owned by the City of St. Petersburg), that it be authorized to operate on ch. 10, which was assigned to New Port Richey (near St. Petersburg), Fla., last May [B•T, June 3].

WSUN-TV has not "demonstrated that public interest would be served by its operation on ch. 10," the Commission ruled in denying the station's June 26 petition. Objecting to WSUN-TV operation on ch. 10 were Bay Area Telecasting Corp., Florida Gulfcoast Broadcasters Inc. and Suncoast Cities Broadcasting Corp., all announced applicants for the facility. Comrs. John C. Doerfer and T. A. M. Craven dissented to the Commission's majority decision.

Ch. 7 WTVW (TV) Evansville, Ind., which has been ordered to show cause why it should not operate on ch. 31, had its petition to dissolve the proceeding denied by the Commission. Also denied were WTVW petitions which would (1) assign four vhf channels to Evansville and make Louisville, all uhf and (2) retain ch. 7 in Evansville and make Louisville a three-vhf market by shifting ch. 6 from Indianapolis

BELIEVABILITY

. . . *the Priceless Advantage You Get When You Buy the* **WWJ** *Stations*

In fast-moving, hard-working Detroit—where cash registers ring up five billion dollars worth of retail sales annually—the WWJ stations back up your advertising with a very special quality of their own. It's *believability.*

Detroiters have faith in the WWJ stations, respect their traditional leadership, high standards of quality, sincerity of purpose. That's why so many say, "If it's on WWJ or WWJ-TV, it *must* be good."

Put this believability to work for you on the WWJ stations.

WWJ AM and FM **RADIO**
The World's First Radio Station

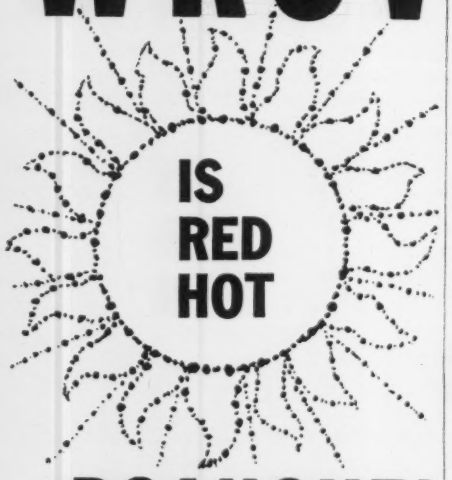
original NBC affiliates

WWJ-TV
Michigan's First Television Station

Owned and operated by **The Detroit News**

National Representatives: Peters, Griffin, Woodward, Inc.

WROV



IN ROANOKE!

hot new ratings!

1st IN 20 OUT OF 28
QUARTER HOURS, 5 p m TO MIDNITE
(average share of audience 38%)
2nd FROM 5:30 a m TO 5 p m

hot new program ideas!

hot new ideas in merchandising!

For the rest of the sizzling story,
call Burn-Smith Co.
or Burt Levine (collect)

the hot buy

WROV

ROANOKE • VIRGINIA

Burt Levine, President

1240 on your dial

and ch. 4 from Bloomington, Ind., to Indianapolis.

In denying the WTVW petitions, the FCC ordered a hearing to determine whether the public interest would be served by WTVW's operation on ch. 31 in lieu of ch. 7, which was reallocated to Louisville. Comrs. Doerfer and Richard A. Mack dissented.

In a third allocations proceeding, the Commission denied a request, filed by ch. 8 WAGM-TV Presque Isle, Me., for reconsideration of its June 6 order assigning ch. 10 to Presque Isle. Comr. Frederick W. Ford abstained from voting in all three cases.

Eased Rules Urged For Private Relays

One of the final witnesses at the FCC hearing on uses of the spectrum above 890 mc, which resumed last week, told the Commission it should not withhold approval for private microwave systems just because common carrier services are available. He also demanded a free choice for those concerned.

These statements came from Daniel E. Noble, executive vice president of Motorola Inc., and one of eight witnesses speaking in behalf of the Electronic Industries Assn. (formerly RETMA). He also said EIA "believes that there should be no sharing between common carriers and private users in the frequency bands above 890 mc." He called on the Commission to adopt separate and special rules to govern private use of microwaves. He believes such a rulemaking will result in administrative ease and convenience for the Commission.

The hearing on possible space squeezes in this part of the spectrum went on most of last summer and included representative testimony from almost every kind of user from law enforcement agencies to broadcasters and even those seeking a portion of the spectrum for flight control of model planes.

Samuel R. McConoughey, a General Electric Co. engineer for microwave product planning, told the Commission that the supply of spectrum space "greatly exceeds the anticipated demand." He based his conclusion on EIA's proposed "keyhole plan" which calls for the use of highly directionalized antennas. EIA officials believe this equipment will reduce interference considerably and permit many more stations to operate in a given area.

Mr. McConoughey added that "improved technical capabilities . . . during the next 10 to 20 years . . . may well permit channel splitting, thus doubling the supply of frequencies."

Another EIA witness, B. Frederick Wheeler, manager of microwave communications engineering at RCA, dealt with common engineering standards for point-to-point equipment. He noted that "different systems show less actual difference than indicated."

Elmer D. McArthur, manager of high frequency electronic research at the General Electric Research Laboratories, cited both exploratory and specific staff research there as it applied to the overall hearing. So did Rodney D. Chipp, systems engineering manager of Federal Telecommunications Laboratories, who mentioned certain company developments in the microwave field.

EIA's presentation, which consisted of nearly 100 pages of direct testimony and 50 pages of exhibits, included other witnesses, and was guided by the group's general counsel, William L. Reynolds. All seven of the commissioners were present at various times during the hearing.

Celler: Hill Will Act If FCC Okays Pay Tv

"Let FCC go ahead with authorization of pay-tv and it will get its knuckles cracked," Rep. Emanuel Celler (D-N. Y.) said Tuesday in New York before the Assn. of Advertising Men and Women. His warning came during a debate with James M. Landis, general attorney for Skiatron Inc., one of several pay-tv proponents.

FCC has said it will accept toll television applications starting next March but didn't promise it would approve any of them, although its notice said a limited three-year test is under consideration [B•T, Sept. 23]. Rep. Celler assured his audience a congressional hearing on pay-tv will evolve. Chairman of the House Judiciary Committee and the Antitrust Subcommittee, the congressman is author of a bill (HR 586) which would outlaw pay-tv.

Rep. Celler said FCC's power to authorize pay-tv in any form "is dubious at best." He said the framers of the Communications Act never intended the public airways to be used in the manner contemplated by the toll proponents and pointed out that the act does not expressly allow such a system. He also cautioned that Congress ultimately can be expected to establish regulation of the close-circuit pay-tv systems in some form as they grow to incorporate aspects of interstate commerce either in lines or programs [CLOSED CIRCUIT, Sept. 30]. Rep. Celler also predicted state and other local public service commissions will get involved in the regulation of closed-circuit systems.

Mr. Landis wondered why there is so much bureaucratic shouting about federal regulation of a medium that hasn't even been brought into being yet. "It's like stifling the baby before it's born," he contended. Mr. Landis said toll-tv wants only the opportunity to use frequencies not now employed, and hence would be adding to the broadcasting economy, not detracting. In the process, viewers would have the free democratic choice of paying to get new programs not now available to them.

The Skiatron representative said the networks naturally are opposed to pay-tv because they now enjoy a "beautiful captive audience." He said, "Television is too important to be restricted by any such selfish ideas as that and people who want to pay for a program ought to be able to get it." He said the tv industry today is "chained" by its advertising financial base.

Rep. Celler said "the lure of the buck" exists in toll-tv too and program content

There has been excitement this summer...

about the new management at PRINTERS' INK. Advertising and media men have been asking what will "they" do with (or to) this bible of the industry?

Until now we've kept our mouths shut. As many of you know, we have been listening...to the PI staff, to readers, to advertisers, to hundreds of industry leaders the country over who have known and loved PI through many of its 69 years of service.

In the last two weeks, you've seen our first answer to the question--a new format which incorporates many of the new features you asked for:

more significant news in a fast-reading front of the book section

a stepped-up pace throughout for those who read as they run

increased departmentalization to guide you to your special interests.

More than ever, the new PRINTERS' INK will be published for you--the men who move products to their publics through research, advertising, sales promotion, selling and merchandising. We have added to the existing staff and drawn in some of our own specialists to broaden its coverage.

Your enthusiastic response to these first new issues has been gratifying. But this is only a beginning.

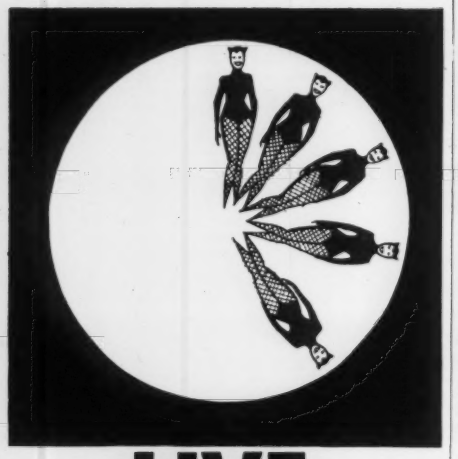
The years immediately ahead will see a doubling of present marketing and advertising activity. We recognize our responsibility in this period of growth and it is our firm intent to maintain and strengthen PRINTERS' INK's position as spokesman for the industry by keeping it always a step ahead.

This will be an exciting period and PI will reflect that excitement. The magazine which pioneered for the ABC, for the Better Business Bureau, for a code of advertising ethics will pioneer the yet unexplored areas of marketing.

Cordially,

William E. Barlow

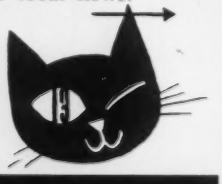
William E. Barlow
President,
VISION Incorporated



LIVE
REPORTING

The "live" news beat of our news and weather reporters stretches a hundred miles in all directions from top Newsedicaster Ray Conaway's desk. From the local police blotter to the maelstrom "eye" of Hurricane Audrey . . . we cover the news that affects Houston most . . . the local news.

turn to Page 88

9= 

KTRK-TV
CHANNEL 13 HOUSTON

ultimately ("though not at first, of course") would degrade to the "deadly sameness and staleness" that exists in free tv today. He said the "terrific profit potential" would drive networks and stations into the pay-tv field. "The free programs are bad enough now," he said, adding, "Just think what would be left."

WJMR-TV Makes Ch. 12 Debut As Commission Denies Protests

Ch. 20 WJMR-TV New Orleans last Monday began simultaneous operation on ch. 12, the same day the FCC authorized the dual operation to compare uhf and vhf signals. At the same time, the Commission denied requests by KWTV (TV) Oklahoma City and ch. 12 WJTV (TV) Jackson, Miss., to dismiss or designate for hearing WJMR-TV's application.

Authority for the uhf station to begin experimental operation on ch. 12 came on a Commission circular vote, which also granted modification of WJMR-TV's construction permit, with Comrs. John C. Doerfer, Rosel H. Hyde, Robert T. Bartley and T. A. M. Craven participating. The FCC said that, after "carefully considering" the matters raised in the KWTV and WJTV protests, "they do not constitute an adequate basis for designating for hearing or dismissing Supreme's [WJMR-TV] application."

In answer to a charge that WJMR-TV has increased its rates as a result of its vhf operation, the FCC stated that George A. Mayoral, Supreme Broadcasting Co. vice president, told the Commission that Rate Card No. 5 has been effective since March 1, seven weeks prior to Supreme's application for use of ch. 12. This rate ($600 per hour) "has remained unchanged and will remain unchanged" during the period of experimental operation on ch. 12, Mr. Mayoral stated.

In view of these statements, the FCC stated it is of the "opinion that your charges that Supreme has increased its rate because of the proposed vhf operation are unfounded."

The Commission also ruled that the modification granted to WJMR-TV will reduce the possibility of harmful interference to WJTV. New Orleans and Jackson are approximately 160 miles apart, substantially short of the 190-mile separation required for co-channel stations. A fortnight ago, the Commission granted WJTV a hearing to determine whether the necessary modification of its permit would be in the public interest [B•T, Sept. 23].

KWTV and WJMR-TV both are applicants for regular commercial operation on ch. 12, assigned to New Orleans last February [B•T, March 4]. WJMR-TV was granted experimental use of the channel last June and first applied for program test authority Aug. 30. This was denied by the FCC because WJMR-TV had not completed construction of the experimental station [B•T, Sept. 16]. The New Orleans station subsequently filed a modification request, and last week's action granted this application and gave the station permission to go on the air on ch. 12.

WMUR-TV Must Compete for Ch. 9 With Applicant for Expired License

Ch. 9 WMUR-TV Manchester, N. H., must win out over a competing applicant for the same facility before its expired license will be renewed, the FCC ruled last week. The application of Radio Voice of New Hampshire Inc., licensee of WMUR-TV, for license renewal and an application by Tv for New Hampshire Inc. for ch. 9 were set for comparative hearing.

Tv for New Hampshire applied for ch. 9 last winter [B•T, March 4] at the time Storer Broadcasting Co. had an outstanding application for approval of the purchase of WMUR-TV and its move closer to Boston. Such a move would deprive Manchester of a local tv service, Tv for New Hampshire claimed in filing its application and making a counter-proposal to purchase the station. Storer since has dropped plans to purchase WMUR-TV.

Under Commission rules, when a station's license expires, another individual or group may apply for the same facility. WMUR-TV's license expired April 1.

Whan-Ludy Group Buys KWFT; KLYN Sale Approved by FCC

Kenyon Brown, multiple station owner, last week asked FCC permission to sell KWFT Wichita Falls, Tex., for $300,000 and was granted Commission approval of the sale of KLYN Amarillo for $76,000. Both sales, according to Mr. Brown, were prompted by a wish to devote more time to management of KCOP (TV) Los Angeles, which he is buying with three others.

KWFT (620 kc, 5 kw) goes to North Texas Radio Inc., also Wichita Falls. The newly formed corporation is owned by F. L. and Geraldeane J. Whan, co-owners of 74.17% of the stock; Ben Ludy, 9.11%, and others. The firm's balance sheet, as of Sept. 20, showed total assets of $115,000, with projected total assets of $340,000. The Whans own 77.53% of KCNY San Marcos, Tex. Mr. Ludy, who for 24 years headed WIBW-AM-TV Topeka, Kan., becomes vice president-general manager of KWFT, upon FCC approval of the transfer.

KLYN (940 kc, 1 kw) went to E. Boyd Whitney and Arthur L. Nichols [B•T, July 8]. Mr. Whitney is co-owner of KLOS Albuquerque, N. Mex.

These transactions will leave Mr. Brown with 22.15% of KGLC Miami, Okla., 50% of KANS Wichita, Kans., and KBYE Oklahoma City, and 25% of KCOP, whose ownership (pending FCC approval of the station's sale by Copley Press) he shares equally with film star Harry L. (Bing) Crosby Jr., George L. Coleman and Joseph A. Thomas. The same four last summer sold KFEQ-AM-TV St. Louis for almost $1 million [B•T, Aug. 26] to the Fine family (Jesse, Oscar, Isadore and others) who operate an Indiana theatre chain.

Another FCC-approved sale was WTMC Ocala, Fla. (1290 kc, 5 kw), from John H. Perry Jr. to Ray Herbert Gunckel for $150,000. Mr. Gunckel received FCC approval last month for the sale of 60% of WABR Orlando to James Sawyer.

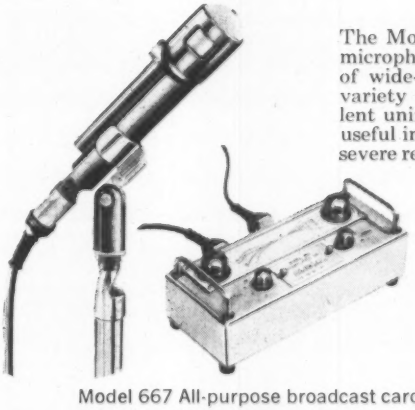
WORK AT TWICE THE DISTANCE WITH NO LOSS OF PRESENCE

Electro-Voice®

666 BROADCAST CARDIOID DYNAMIC with REVOLUTIONARY VARIABLE-D DESIGN

Front-to-Back ratio 2 to 6½ times that of most cardioid microphones!

Artists can work twice as far away from the 666 as from cardioid microphones in common use, yet there is no bass accentuation when worked closely. The 666 provides from 2 to 6½ times the front-to-back ratio of most broadcast cardioid microphones. An amazing feature of the 666 is its ability to pick up dialog and sound at distances up to 10 feet or more without appreciable loss of presence. This minimizes pre-recording. Picture crowding is also eliminated with the 666 because of this distance factor. For an exciting new experience, *test the 666 today!* List price: $255.00



Model 667 All-purpose broadcast cardioid-dynamic Microphone with Preamplifier

The Model 667 is an all-purpose broadcast microphone designed to fulfill requirements of wide-range reproduction under a great variety of conditions. Because of its excellent uniform polar response, it is especially useful in locations where ambient noise and severe reverberation exist. List price $600.00

• ***Ask a Broadcast or Recording Engineer about E-V Microphones***

Electro-Voice®

ELECTRO-VOICE, INC. • BUCHANAN, MICHIGAN

Export: 13 East 40th Street, New York 16, U.S.A. Cables: ARLAB

35 RADIO
+
5 TELEVISION

This month, WMAZ Radio celebrates its 35th anniversary. On September 27 just past, WMAZ-TV began its fifth year on the air.

Such longevity would mean little until you consider the 35 PLUS 5 years of community service, and 35 PLUS 5 years of *real* selling ability.

WMAZ Radio and WMAZ-TV rank first in the hearts of Middle Georgians, and both stations have substantial records of producing sales results.

Consider too: *the combined circulation of WMAZ Radio plus WMAZ-TV gives you greater coverage than the entire circulation of the two local newspapers and the three other local radio stations.*

BUY BOTH . . . WMAZ RADIO and WMAZ-TV. Get the biggest circulation in Middle Georgia, and clinch the sales you require!

10,000 WATTS
WMAZ RADIO
CBS
WMAZ-TV CHANNEL 13
CBS ABC NBC

MACON, GA.
National Rep.
AVERY-KNODEL, INC.

Fan Mail From a First Lady

Joseph N. LaFreniere, coordinating station manager for the Concert Network Inc., received an extra special piece of fan mail last week. The letter read:

"My dear Mr. LaFreniere,

"Before leaving Newport, I want to thank you for your kindness in providing the President and me with some of our favorite music over station WXCN Providence. I was highly complimented to have you dedicate the programs to me and deeply appreciate your thought.

"The President and I have greatly enjoyed our stay in your charming community and the rest and relaxation we have found here.

"My husband joins me in sending you our very best wishes."

The signature: Mamie Dowd Eisenhower.

Occasion for the letter: The Rhode Island and Connecticut stations of the Concert Network (WXCN Providence and WCYN Hartford) produced a nightly *Serenade for a First Lady*, dedicated to Mrs. Eisenhower during the first family's vacation at Newport, R. I. Selections for the program were based on a letter from Presidential press secretary James Hagerty listing the Eisenhower's favorite music.

WGR's 'Studio 55'

"Studio 55," mobile unit of WGR Buffalo, N. Y., broadcasts from a different spot each week and interest has been roused by its journey around town this summer. Sports fans have been treated to play-by-play coverage of local events from the traveling studio trailer and everywhere people have enjoyed seeing how a remote broadcast is handled and being able to talk informally with disc jockeys and sportscasters. In addition to the "Studio 55" promotion, the station is on an "all good music" campaign, omitting rock and roll in "accordance with the results of a city wide survey."

WHK Uses Buses in Campaign

WHK Cleveland, Ohio, as part of its current saturation promotion campaign, has scheduled transit car cards in 30 local buses for a three-week period, according to its representative, NBC Spot Sales. In addition, exterior cards publicizing NBC's "Hotline" news coverage will be carried on the buses. The station has contracted with the Cleveland Transit System for exterior cards on 800 buses every fourth week for 52 weeks. The promotion reportedly is part of a six-month, $50,000 campaign during which funds are being allotted to newspaper advertising as well as bus cards.

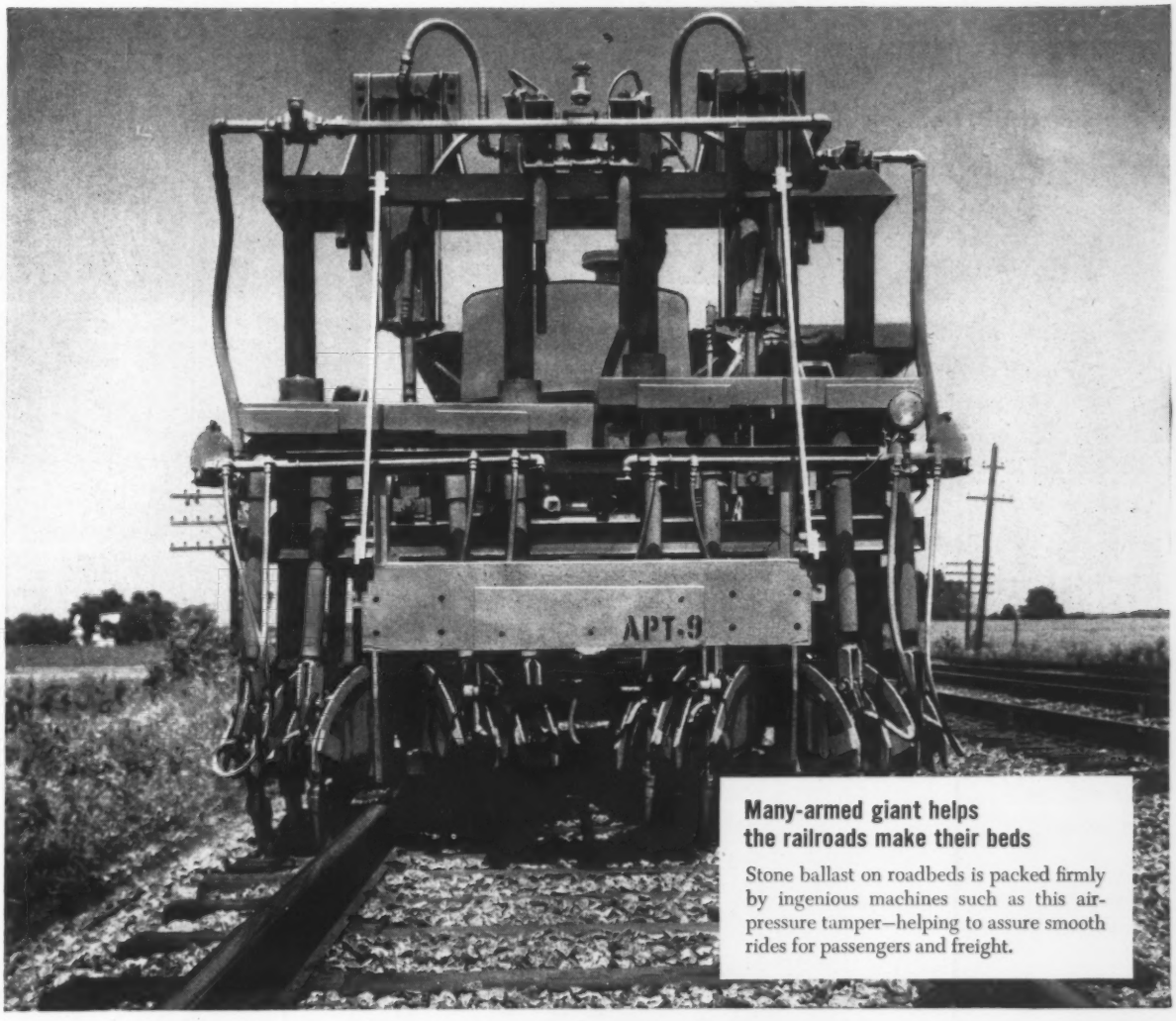
KSON Serves Peaches, Cream

To promote KSON San Diego, Calif., and emphasize its new policies, the new owners, Broadmoor Broadcasting Corp., had four bathing beauties visit local agency executives and serve peaches and cream to them.

Girls 'Look Sweeter in Sweater'

National Sweater Week was celebrated last month by WPEO Peoria, Ill., with a "You Look Sweeter in a Sweater" contest, during which three girls in sweaters wandered around town until identified (with the words "Are you one of the WPEO sweater-girls?") for a $100 prize. No clues were given to their appearance and it was eventually disclosed that the ages ranged from 12 to 27. Searchers were not aware that the girls all

WHEN the Milwaukee Braves' National League lead dwindled to 2½ games last month, WEMP disc jockeys decided that they wouldn't shave until the Braves had clinched the race and as a result, the men were unshaven for eight days. Above (l to r), Chuck Phillips, Jim Lewis, Matt Prawdzik, Tom Shanahan, Joe Dorsey, Al Williams, Robb Thomas, Redd Hall and Bill Jones display their beards to barber Walter Hoffman who doesn't seem too happy about the whole affair.



Many-armed giant helps the railroads make their beds

Stone ballast on roadbeds is packed firmly by ingenious machines such as this air-pressure tamper—helping to assure smooth rides for passengers and freight.

More Railroad Progress like this depends on adequate earnings

Isn't this common sense?

America's railroads have spent more than twelve billion dollars since World War II to improve their service — with new equipment, better roadway, new operating techniques.

These improvements are as important to America as to the railroads themselves. And the self-sustaining railroads are ready to make many more — as fast as they can earn the money to pay for them.

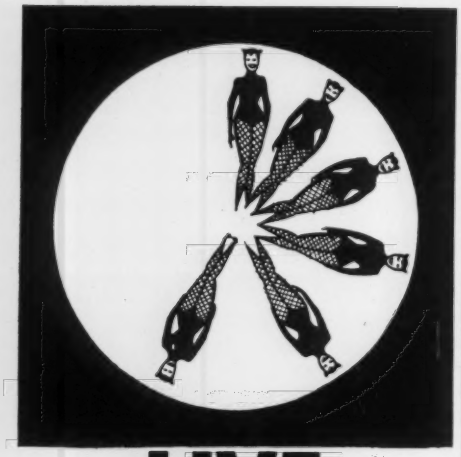
That's the hitch. Railroads just aren't earning enough money these days to put into operation all the improvements they have developed. Railroads *could* make enough money to do more of these things, for they are — by far — our most efficient system of mass transportation. But their earning power is hamstrung by outdated public policies that favor competing forms of transportation.

As a result, the railroads' earnings are reduced — and the nation loses some of the benefits of railroad progress. In your interest — in the interest of *every* American family — railroads should be permitted *equal* opportunity to earn an adequate return on their investment. *Isn't this common sense?*

AMERICA MOVES AHEAD WITH THE RAILROADS

Association of American Railroads, Washington, D. C.

YOUR BASIC TRANSPORTATION



LIVE
SPECIAL EVENTS

In Houston only KTRK-TV covers those frequent special events "live". Whether it's the world championship Houston Fat Stock Show Parade or the high style Pin Oak Charity Horse Show. Only Houston's "live" station shows special events to Houstonians — as they happen.

turn to Page 92

9= KTRK-TV
CHANNEL 13 HOUSTON

wore lockets containing symbols that had to be matched with one another for positive identification.

'Willie Wonderful' Kits Supplied

To help boost the sale of a new series of *Willie Wonderful* program segments (each 4-7 minutes in length) and to aid stations in merchandising for sponsors, Wonderful Productions Inc., New York, is supplying complete kits of merchandise materials with each package sale. Kiddie banks, drinking cups and coloring books are typical items included in the package, providing stations with the means to start a promotion campaign immediately upon premiere of the program. A series of 65 segments of *Willie Wonderful* have been on the market for five years and the new package includes an additional 130 segments.

Prudential's Tv Training Aids

Prudential Insurance Co. of America, which will begin sponsoring CBS-TV's new *Twentieth Century* series Oct. 20 [B•T, March 18], intends to make sure the dramatic history lessons contained in the series won't be lost on America's youngsters. It has prepared "Tv Training Aids"—booklets containing facts and bibliography about the topics covered on each and every show—which will be sent on request to teachers. The aids have been prepared by Dewitt D. Wise, division head of the Columbia Scholastic Press Assn. Typical of the series is "Churchill—Man of the Century," which already has been placed in distribution for the Oct. 20 premiere. The booklet includes a comprehensive biography of the former British prime minister, a list of suggested classroom activities, a bibliography of suggested reading and a list of cities and stations carrying the CBS-TV program. Prudential's agency is Reach, McClinton & Co., N. Y.

WTAO Listeners Get Busy Signal

According to the local telephone company's report, *Request Time* over WTAO Cambridge, Mass., completed 1,300 calls and 6,004 people calling in got the "busy" signal. The station is including the report in a circular headed "Wowee! It's A Hit!" pointing out that these 7,304 calls all came into seven telephone lines in a two-hour period daily for six days.

Campaign Plugs 'Miss Sunbeam'

Quality Bakers of America, New York, in association with RCA Victor records, last week launched a nation-wide promotion campaign for RCA Victor's new release, "Little Miss Sunbeam," sung by Eddy Arnold. The song was inspired by seven-year-old Donna Kay Erickson, who was seen as Miss Sunbeam on *The Ray Haney Show* over WRC-TV Washington last May. Quality Bakers, which was a sponsor of the program for its Sunbeam bread, has long used Miss Sunbeam as a trademark for that product and the trademark picture will be used on the record jackets. Miss Erickson appears professionally with musical comedy performer Shorty Long in a promotional "road show" for Quality Bakers. The baking cooperative reportedly is spending more than $150,000 to promote the record.

A major advance in the development of mobile units was unveiled by KGEN, Tulare, Calif., at the Tulare County Fair. Overwhelming in concept, KGEN's little red mobile wagon may have opened up a whole new field of communication possibilities. Proof of the unit's outstanding performance under fire: KGEN's manager, Bob McVay (1), interviews Alfred Elliot, manager of the fair. Proof of the unit's flexibility: it did remote broadcasts from every point on the fairgrounds from Sept. 17-22. Obviously a practical answer for covering those hard-to-get-to spots, the unit was engineered by Cecil Lynch, consultant for KGEN.

CKGN-TV Marks City's 75th Year

CKGN-TV North Bay, Ont., celebrated the 75th birthday of that city with a two-hour live program on which announcers and guests wore costumes of 75 years ago. Featured on the program were North Bay's oldest living married couples, oldest living former mayors and Indian chiefs. CKGN-TV staffers paraded through North Bay in costume on high wheel bicycles and in a horse and buggy.

MBS Schedules More Music

Five music blocks have been set for MBS' music and news programming schedules as a direct result of an affiliates' survey conducted by programming director Harold M. Wagner. Beginning at 7:05 a.m., the 25-

KCRA·TV
SACRAMENTO, CALIFORNIA
...the highest rated NBC station in the West!
CLEAR 3 CHANNEL

TRUSCON STEEL TOWERS

STATION WFMJ-TV
Youngstown, Ohio
1015 feet tall

help keep your DJ's on the air

When the wind starts to whistle, there's one sure way to keep the air waves humming. Own a tower that won't let you down when the weather blows its top.

Weather-tested Truscon Steel Towers provide the dependability you need for day-in-day-out programing. This was proved by actual performance during east coast hurricanes, when *not a single Truscon tower was reported damaged by the savage winds.*

Responsible for hundreds of successful installations the world over, our staff of highly skilled engineers can offer you unmatched experience in tower design and construction. They're equipped to produce exactly the tower you need—whether it be tall or small, guyed or self-supporting, tapered or uniform—for AM, FM, TV or Microwave.

For complete information on Truscon Steel Towers phone or write any Truscon district office. Or call us collect in Youngstown. Send coupon for literature.

TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL
YOUNGSTOWN 1, OHIO

A NAME YOU CAN BUILD ON

TRUSCON STEEL DIVISION • REPUBLIC STEEL CORPORATION
1074 Albert Street, Youngstown 1, Ohio

Please send me latest catalog showing specifications and other details of Truscon Steel Towers.

Name_____ Title_____

Company_____

Address_____

City_____ Zone____ State_____

C-3023-B

LONG AND SHORT OF IT

The long and short of WTVJ (TV) Miami commercials for a local auto sales company is "the world's tallest and the world's shortest man," with a three-foot-high "midget" quoting car prices and an eight-foot-two-inch "giant" describing trade-in deals.

minute groupings, which follow the on-the-hour and on-the-half-hour newscasts, will include cheerful melodies (7:05-10 a.m.); "easy-listening and women's favorites" (10:05 a.m.-1:30 p.m.); country, western, spiritual and novelty tunes (1:35-3 p.m.); the nation's top 50 tunes (3:05-7 p.m.) and hi-fidelity and mood music (9:05 p.m.-12 midnight).

WLS Show Draws 211 Exhibitors

A total of 211 commercial exhibitors, all of them advertisers either with WLS Chicago or its affiliated *Prairie Farmer*, displayed the latest in agricultural equipment and procedures at the fifth annual WLS-Prairie Farmer Farm Progress Show Sept. 25-26 near Farm City, Ill. More than 208,000 people visited the two-day "World's Fair of Agriculture," breaking all previous attendance records. WLS originated several of its programs from the farm site of Frank Simpson.

Chicago Federal Court Dismisses Zenith-RCA Patent Dispute Case

The Chicago District Court has formally dismissed its nine-year RCA-Zenith patent case coincidentally with the first payment to Zenith Radio Corp. and its subsidiary Rauland Corp. under terms of the previously announced settlement [B•T, Sept. 23, 16].

The antitrust patent dispute, in Chicago, involving original suits by RCA, General Electric Co. and Westinghouse Electric Corp. and a counter-suit by Zenith-Rauland seeking first $16,056,549 (treble damages) and later $61,750,305, was dismissed by Judge Michael L. Igoe in federal court Sept. 27. Presumably, the agreement had been approved by the litigant companies.

At the same time a check for $1 million, the first of ten annual installments to amount to $10 million, was presented to Zenith by RCA and other defendants, GE and WE. The check was issued on the First National Bank of Chicago. Still not ascertained was the proportionate share of the $10 million settlement to be undertaken by each of the three defendants, along with the finer details of the agreement.

It's already known RCA stands to recoup $2.8 to $4.7 million and Zenith Radio Corp. $1.7 to $2.1 million in satisfaction of their respective patent claims through arbitration machinery yet to be set up.

Under other terms of the agreement RCA and Zenith-Rauland and Zenith and GE each will exchange royalty-free licenses for radio and television, including all but color tubes, until Jan. 1, 1963, and Zenith and Western Electric, plus the Bell Systems, will do likewise on common carrier communications equipment.

Attorneys have differed on what effect this settlement would have on the future course of manufacturers' royalty payments in general.

National Electronic Facilities Formed by Three Tower Concerns

Three microwave and tower firms have consolidated to form National Electronic Facilities Inc., Dallas, it has been announced by William M. Taylor, president of the new organization.

National Electronic was formed by Tower Contracting Co., Taylor Maintenance Co. and Atlas Manufacturing Co. The new organization headquarters at 2020 Farrington St. in Dallas' Trinity industrial district.

Tower Contracting Co. has operated in 23 states over the past five years, erecting microwave towers, radio towers, associated buildings and antenna systems. Atlas Manufacturing Co., Greenville, Miss., has been manufacturing all types of microwave and radio towers for five years. Mr. Taylor's firm during the past year has contracted for maintenance of towers and other communications components. National Electronic Facilities offers electronics installation, engineering, design, construction and maintenance, Mr. Taylor said. The firm will be international in scope.

Brown Heads New RCA Unit

Dr. George H. Brown, since last January chief engineer of the RCA commercial electronic products unit, has been appointed chief engineer of the new industrial electronic products organization into which the former unit has been integrated. A 23-year veteran of RCA engineering activities and a major contributor to radio and tv broadcast communications (particularly in antenna designing and uhf transmission), Dr. Brown will have engineering responsibility for all RCA industrial equipment and systems including broadcast equipment.

DR. BROWN

RCA Announces 'Tube Savers'

Economical optical and electro-magnetic "tube saver" devices, reported to virtually eliminate life-reducing "burn-in" and "sticking" in image-orthicon pickup tubes in color and black-and-white television studio cameras, have been announced by RCA. The devices are an orbital wedge for color tv studio cameras which operates on an optical principle to deflect the tv image in a slightly orbital motion at the photocathode assembly and an orbiter for monochrome tv studio cameras. Each is available at $750.

Come hear and see

ASTOUNDING AUDIO

You are cordially invited to the Demonstration Suite

ELECTRONIC APPLICATIONS at the

HOTEL NEW YORKER

34th Street & 8th Avenue, New York City

during AUDIO ENGINEERING SOCIETY CONVENTION

October 7-11, 1957: 1-10 P.M.

AN AUDIORAMA* *AN AUDIO FAIR

the finest Professional and Hi-Fi Audio Equipment for

BROADCAST • STUDIO • LABORATORY and HOME

Tape Recorders, Turntables, Reverberation Units

Wow & Flutter Meters, Mikes, Headsets, Speakers, etc. by

REVOX • EMT • NAGRA • SCHOMANDL • BEYER & others

ADMISSION IS FREE

Electronic Applications, 150 E. 35 St., N. Y. 16 • MU 5-7824

* Licensed

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Can you always believe your eyes?

When watching feats of magic, you're almost inclined to believe what your eyes *seem* to see. In another and far more important way, you can be misled by your eyes . . . *and not know it.*

For example, some eye disorders develop so slowly that they are often not noticed in the beginning. In fact, the eyes may seem perfectly all right at the very time they are misleading you.

So, the best safeguard you can take is to have your eyes—and those of each member of your family—examined periodically by specialists.

It is particularly wise to have a child's eyes checked early in the pre-school years, before eye disorders can seriously hamper personality development or interfere with educational progress when he starts to school. Today, authorities estimate that about 9 million school children need some form of eye care.

Adults, especially after age 40, should have their eyes carefully examined at least every two years by an eye specialist. This is the surest way to guard against glaucoma and cataract, the two major threats to the sight of older people.

These eye examinations have an added value. They may lead to early diagnosis and control of diabetes, high blood pressure and hardening of the arteries. Early warnings of these diseases often appear on the retina—the vital "seeing" part of the eye—where blood vessels are clearly visible to the doctor.

Treatment for many eye diseases has been vastly improved recently. The antibiotic drugs work wonders in many eye infections, and the new hormone compounds save sight in some eyes which would be doomed without them.

Moreover, for instance, glaucoma-blindness can be avoided in most cases when diagnosed early and treated properly. Sight lost due to cataracts can be restored by surgery in almost 90 percent of the cases.

Delicate surgical operations have been perfected which may restore vision in some cases where the retina has become detached. It is now possible, too, to restore vision in certain kinds of cases, by transplanting the cornea from good to diseased eyes.

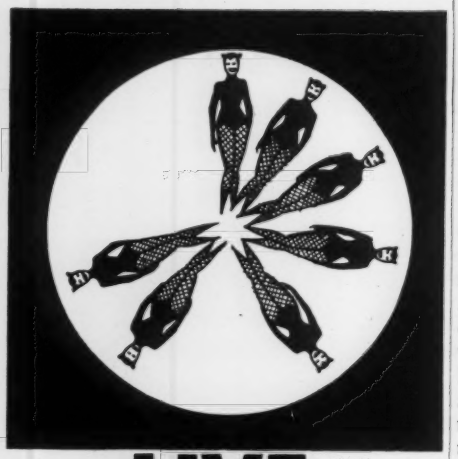
Medical progress in sight-saving is a great achievement. However, good sight throughout life depends largely on what *you* do to give your eyes the regular care they deserve.

COPYRIGHT 1957—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.



LIVE
CHILDREN'S SHOWS

Kitirik is the Pied Piper of Houston Town — "live" every day — warm and close to her adoring audience. And when Kitirik says "Buy Rainbo bread" Rainbo becomes Number One in the market ! !

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9=

KTRK-TV
CHANNEL 13 HOUSTON

BARROW REPORT *continued from page 39*

vhf assignments was explained along with the possibilities of deintermixture. Any new network would have to take away facilities from present networks to attain nationwide coverage, the report said, and existing station-network contracts further complicate the matter. Besides, advertisers were described as wanting substantial national coverage and stations like to affiliate with strong existing networks.

Economic factors include the high cost of AT&T's basic line and connection services, with an eight-hour daily service not much more expensive than one-hour service. A potential network was described as encountering "similar diseconomies of scale with respect to program costs per viewer." Profit figures were shown for the tv networks and notation was made of the network claim that rate of return should be based on talent and program commitments as well as tangible assets.

Combined network profits (before taxes) of the three networks reached $35.5 million in 1955, all but $0.5 million being NBC and CBS, it was shown in a table analyzing return on investment and equity. CBS' return on network net assets was 44% in 1955, NBC's 36%.

The chapter found "slight" prospects of a new national interconnected network but greater prospect for specialized services such at NTA, Program Service and Sports Network. It called for encouragement of competition between network and national spot tv.

CHAPTER 5 *Network Practices: Affiliation*

After reviewing the history of network affiliations, the report found only 35 of the 457 tv stations were unaffiliated in mid-1956, with 22 of these in markets of more than three stations. Factors involved in affiliation were reviewed, including the importance put on protection of service areas of affiliates with the largest circulation. The major-market outlets have a much lower cost-per-1,000, it was shown. Networks were described as trying to avoid duplicate coverage, though exceptions were found.

The uhf problem was treated at length, the report noting that networks preferred vhf to uhf outlets as the more economical way to reach the largest audience. Inability to get network affiliation or sufficient commercials, if affiliated, was an important factor in limiting uhf growth, it was stated. The trouble was blamed on FCC allocation of two widely separated bands in different stages of technical and economic development, plus mixing of vhf and uhf in the same markets. However, a footnote explains that at the time the FCC had "very persuasive considerations" behind its action.

Size of market is important in affiliation, the report continued, describing NBC and CBS program extension plans designed to help affiliates in small markets. The fact that sponsors are most concerned about the top 75 markets was mentioned and the need for additional steps to help small-market stations was stressed.

Overshadowed markets, or those within range of larger-market stations, present another difficult problem and the report wondered if undue attention is given by networks to protecting service areas of basic stations. Network policies aren't uniform in overshadowing cases, it was suggested.

The report spoke sharply of networks' preference granted their radio affiliates in building tv station lists. "This preference was not coincidental, but reflected a conscious, considered policy by the networks," it was stated. Some affiliations were held open for years, it was explained, while radio affiliates waited for tv grants. The joining of radio and tv interests in the affiliation process "has not served to promote competition among stations for network affiliation nor among networks for affiliates," the report concluded.

Again it was critical in the case of preference granted by networks to multiple station owners, a practice called "clearly contrary" to FCC policies of promoting local ownership and diversification of ownership. This, too, was said to hinder competition among stations for affiliation. Networks were said to have sought promises from prospective affiliates in a market with scarce facilities to serve as the network's "primary" affiliate and give the network the bulk of station clearances. The report said this was in conflict with the Chain Broadcasting Rule and recommended that the matter be referred to the Commission for action

Several recommendations covering affiliation practices were reviewed pro and con by the report. These proposed to maintain the present system, with networks largely free of regulatory supervision in their affiliation decisions; to require Commission direction of the affiliation process, or to rely on publicity and the removal of unreasonable criteria (see text of committee's conclusions).

The report opposed extension of the present two-year affiliation contract maximum period to three, five or more years. It held that disaffiliation actions by networks should be governed by criteria filed with the Commission and all affiliation or disaffiliation actions should be reported along with specific bases of such actions.

CHAPTER 6 *Network Practices: Option Time*

Prohibition of network option time was recommended by the Network Study Staff, which concluded that this practice forces affiliates to broadcast network programs to the detriment of other program sources. The report also concluded that option time practices bear a "substantial similarity" to the "block-booking" practices proscribed by the Supreme Court in the 1948 Paramount case; that a "reasonable possibility" exists that a court would find option time to be a violation of the Sherman Antitrust Act.

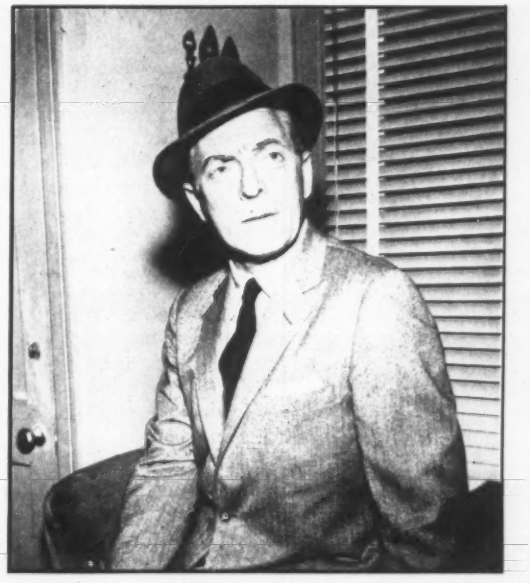
The report cited the history of option time and the present FCC rules and network contract forms on the practice. Then it set forth the questions about option time as to its legality under antitrust laws, effect on station programming freedom, effect on competition among networks, effect on competition among networks and non-network program suppliers and station representatives and its "essentiality" to networking.

Regarding network use of option time to effect program clearances on stations,

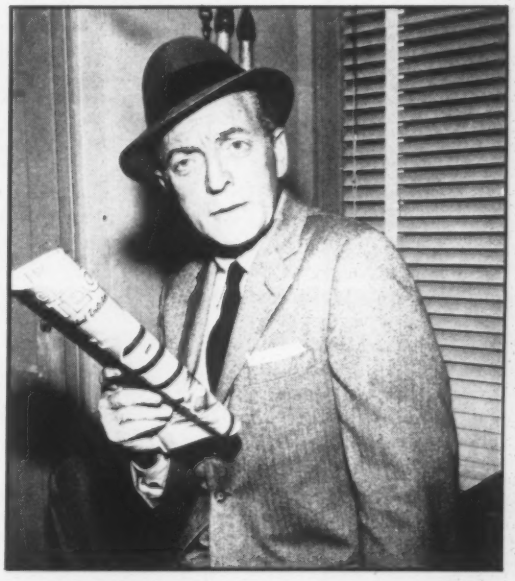
EVERETT SLOANE talks about

"OFFICIAL DETECTIVE"

new, action-packed TV series from Desilu-NTA



1 *So it's action* you want? Well, you'll get it in "Official Detective," the most blistering new TV series that ever blazed from a 21-inch screen!



2 *It's based on true* material from "Official Detective" Magazine, the Number One publication in the field. And *(modestly)*, I act as host and narrator.

3 *Result: Suspense.* Excitement. A thrill a minute. Plus all the craftsmanship you expect from Desilu, which tops even its own long list of previous winners.

4 *Today*, phone, wire or write NTA today—for screenings of this power-packed new TV series. It's a lulu —and I don't mean maybe, baby.

In a short time...SOLD IN OVER 70 MARKETS!

TODAY, PHONE, WIRE, WRITE:

NTA

NATIONAL TELEFILM ASSOCIATES, INC.
60 West 55th Street, New York 19, N.Y.
PLaza 7-2100

the report said conclusions must be based to a "considerable extent on judgment." It concluded that option time has "some" effectiveness, but not because of active exercise of the option by the network, the network's desire to place programs in non-option time preventing overt pressure on this point. It added that networks have other means, in the aggregate more effective—such as power to affiliate, must-buy list and others—of persuading affiliates to accept network offerings.

The report submitted tables (drawn from its own questionnaires and those of the Senate Commerce Committee) indicating that affiliates clear more network programs in option time than in non-option (station) time.

The study concluded that option time has no effect in competition among the networks.

It was concluded that through option time part of the station's responsibility for programming has been transferred to the network. It found cause for concern that "virtually all the most desirable evening hours on affiliated stations in the larger markets are occupied by programs . . . from the national networks," and felt that although option time is not the most important element involved, this restrictive contractual obligation may be considered "contrary to the public interest." But the report viewed as unsupportable the allegation that option time has converted affiliates into "mechanical conduits for network programming."

The report said it is unreasonable for networks to contend both that the high level of clearances for network programs is due to the superior quality of these programs and that option time is essential to network operation, since if network programs are superior no option time would be needed and if option time is essential then it must be because affiliates would prefer to broadcast non-network programs in option time periods. It expressed the belief that network programs of average caliber, rather than the best and worst, are most likely to fall under the influence of option time.

The staff report concluded that independent film producers and distributors are at a substantial disadvantage in their competition with the networks, a situation due "in part" to the time option system. The "need" by syndicators for option time of their own was concluded to be "essentially the same as that of the networks."

Because of option time and for other reasons fewer new programs are being offered for syndication than in the past, the report said. The report found significant an admission by ABC Film Syndication that option time tends to reduce non-network programming in some instances, although Films denied such an effect. Tables were submitted to show that CBS and NBC basic affiliates increased their non-network programming considerably in non-option-time periods from 6-11 p.m.

The advent of better feature film also has contributed to the reduction of syndicated tv film, the report said.

The report felt station representatives are in a dual role, benefiting from the network programs which make it possible for the representatives to sell valuable adjacencies and announcements in or near the network shows, but in direct competition with the networks in selling time on their clients stations to advertisers. Representatives' feelings were mixed on option time, but in a questionnaire answered by 25 such firms, 13 favored revision of the option time rule, while others held varying opinions (six would continue it). It was concluded that the station representative business has grown so rapidly in the past few years that it is difficult to measure the impact option time "may have had."

Regarding alleged advantages option time gives to the network advertiser over local, regional and national advertisers, the report said network advertisers, through option time, get prior claim over some of the most desirable (evening) time periods of the day, to the detriment of non-network advertisers.

But non-network advertisers have available other time periods as well as station breaks during prime evening hours, the report said. A part of the disadvantage to non-network advertisers is offset by rate differentials provided to these advertisers, particularly local advertisers, the report concluded.

The Networks' Side

The report then went into the network position that option time (1) is necessary for the network to assure advertisers of the availability of stations for national advertising campaigns and (2) is necessary to networking because, without it, the reduced clearance of stations would result in the gradual erosion and perhaps eventual destruction of networking.

The report found "little reason to believe" option time is essential to assure advertisers of a national lineup. Stations generally are cleared as quickly in non-option time as in option time, the report said, and the process of station clearances has become so well-organized that it "would seem quite improbable" that the advertiser would not be able to await clearances before firming up his plans.

As to erosion of networking, the report said the weight of "available evidence suggests" that while there might be some loss of network clearances (without option time), this loss would not reach a point that would impair network service. It noted that perhaps the strongest reason for this conclusion is that CBS and NBC both are programming several hours a day without benefit of option time. Affiliates receive many advantages from the network that they would not want to impair and may be expected to accept a "large schedule" of network programs whether or not option time exists, the report said. It was indicated loss of clearances in option time might be partly offset by

...its words to the wise are sufficient

"Since the installation of TelePrompTer there has been a very noticeable improvement in the timing and over-all presentation of all live commercials. It has helped us to achieve a very definite note of authority on our newscasts. The TelePrompTer has proved to be one of the most versatile personalities on our payroll, and has given added confidence to all our on-the-air personalities."

Mr. W. D. "Dub" Rogers
President
KDUB-TV
Lubbock, Texas

TELEPROMPTER CORPORATION
Jim Blair, *Equip. Sales Mgr.*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800
The new TelePro 6000 rear screen projector produces 6000 lumens of light with a 3000 watt bulb

clearances for network programs offered now in non-option time.

The report, in summary, said "no one can state with certainty" whether option time is essential to networking and saw a "remote" possibility that a network's clearance record might be improved if option time were prohibited.

Regarding "essentiality" of option time, the report said that if option time is essential to networking and networking is essential to broadcasting, then the protection from competition afforded networks by time options confers on them quasi-monopoly powers. This brings up the question of "additional and direct" government regulation of networks, the report said, and the FCC would be obligated to "ration" the use of station time. The additional question would arise whether government control of rates would be required. The report disclaimed any advocacy of government regulation, but found it difficult to do otherwise "unless reliance is placed on the process of competition in the market place."

The report found substantial support for the various elements of the "block-booking" doctrine condemned in the Paramount case as applied to the option-time practice, but said evidence of the "conditional" or "compulsive" factor is not wholly conclusive. The staff saw a "reasonable" possibility of a court finding a *per se* violation of the Sherman Act.

Concluding its recommendations by expressing the belief that little harm would result to networking from elimination of option time and that many benefits would result, the staff said that, in any event, the situation should be given "close and continuing scrutiny" by the FCC.

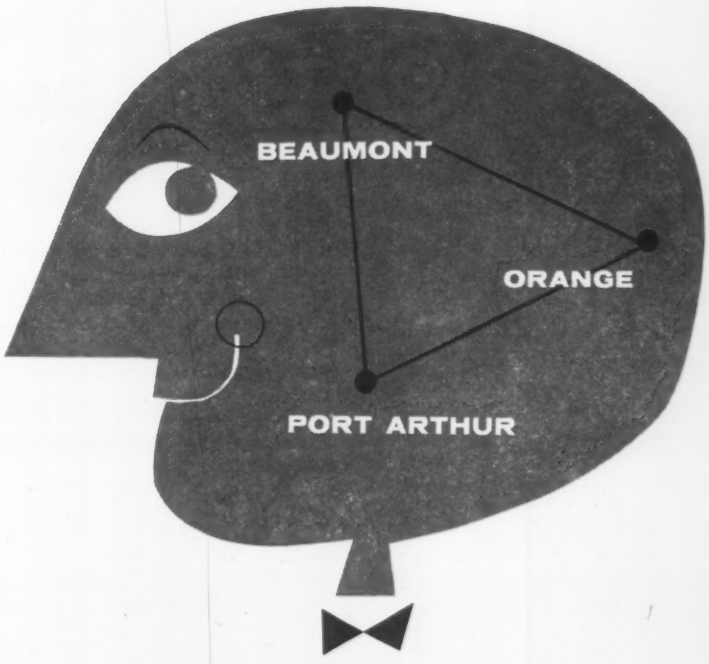
CHAPTER 7 *Network Practices: Rates*

Recommendations for FCC action regarding network rates, as made by the Network Study Staff, ask that the Commission:

(1) Require networks to publish their rate-making procedures, the circulation credited to each affiliate, the rate formula used and all changes in rates of individual affiliates; (2) watch rates closely but take no responsibility now for reviewing network rate decisions; (3) tighten its Chain Broadcasting Rules to prohibit networks from trying to influence affiliates' non-network rates or trying to use rates to influence station program clearances; (4) take appropriate action on violations of Chain Broadcasting Rules' Sec. 3.658(a) (prohibiting agreements with a network which would adversely affect the station's broadcasting of programs of another network) and 3.658 (h) (prohibiting agreements with a network altering or fixing the station's rates for time sales for other than the network programs), and (5) refer evidence involving possible violations of antitrust laws to the Justice Dept.

The report said its evidence indicated possible network violation of Sec. 3.658 (a) and Sec. 3.658 (h) and of the antitrust laws.

It said the networks have made no attempt to provide affiliates with periodical information on the rates resulting from application of the rate formula. The staff felt that information should be given stations



Bigger than you think! The

Beaumont-Port Arthur-Orange

area is the fourth largest market in Texas and it's all yours with

KFDM Beaumont Radio and TV

CBS
ABC

See PETERS-GRIFFIN-WOODWARD, INC.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

both on its own rate and those of other affiliates.

Among other items regarding rates, the staff said both stations and networks have used other bargaining powers besides that of circulation. Networks, the report said, have used their power to withhold or grant rate increases to improve their pattern of clearances for network shows, which conflicts with the regulatory tenet which seeks to give stations as much programming freedom as possible.

The report mentioned that networks "appear" to be in conflict with rule 3.658 (a) prohibiting agreements which adversely affect the station's broadcast of another network's programs.

The report exhibited several series of correspondence (names deleted) between the three networks and various affiliates indicating bargaining on rates in exchange for favorable network program clearances. It termed this practice against the public interest.

The report charged that both CBS and ABC have attempted directly to influence the national spot rates of their affiliates on "frequent occasions," and, accordingly, "appear" to have violated Sec. 3.658(h). It also questioned whether this might violate Sec. 1 of the Sherman Antitrust Act. No evidence was found of direct influence by NBC in this regard, but this network was said to have attempted "indirectly" to influence national spot rates in a manner, which, while not a specific violation of the Chain Broadcasting Rules, still is against the "public interest."

The report said that while CBS and NBC compete freely with each other in rate-fixing, ABC has possibly violated the Sherman Antitrust Act by checking in advance with CBS or NBC in single-station markets on their rate plans before setting the rates of an affiliate which it shares with CBS or NBC.

ABC also has checked with CBS or NBC to determine the rates these networks are paying their own affiliates in a three- or four-station market before setting its own affiliate's rates in that market, the report said, adding that this practice is open to "serious question" under the antitrust laws. Such practices have put ABC in the position of a "price follower," the Network Study Staff said, expressing the belief CBS and NBC might have gone along with ABC because (1) by setting lower rates, ABC is established as a qualitatively "inferior" network or (2) ABC would be more unlikely to take rate actions that would force CBS or NBC to raise their own affiliates' rates.

CHAPTER 8 *Network Practices: Compensation Arrangements*

Available evidence doesn't show that networks are getting an unreasonably large share of network time sales, to the detriment of affiliates, the report concludes. A wide variety of compensation arrangements was found, with substantial differences in pay to stations. These differences are based to some extent on relative cost of stations to the network, it was found.

Larger stations yield a higher net return to the network than smaller stations, after AT&T line costs and other expenses, according to the report, so networks tend to give larger stations better compensation. No systematic relationship between cost and network profit with variations in payment to particular affiliates was observed.

The report said affiliates in important single-station markets, as well as large multiple owners, have obtained better terms than the standard formula in some cases. These instances were ascribed to network desire to protect and improve their access to the stations at the expense of competing networks or other program sources.

No judgment was passed on the reasonableness of network terms in general or with respect to any particular affiliate. Insistence on uniform compensation for all affiliates of a network would create "a serious competitive problem," it was stated. ABC, it was pointed out, has resorted to "premium compensation in order to gain access to one- or two-station markets, where the stations have sometimes regarded themselves as almost exclusive affiliates of either CBS or NBC." And it was recalled that CBS once faced a problem in competing with NBC in one-station markets.

At the same time, the report stressed, "preferential compensation arrangements can have practical disadvantages in addition to the objection in principle to the 'buying' of access to the time of stations. For example, the favorable treatment which some multiple owners have been able to achieve may adversely affect competition by tending to encourage the trend away from local station ownership."

Another practice, that of providing a higher rate to a station for carrying more network programs, was called "a further step away from the selection of programs on the basis of their quality or public interest, since it induces the station to accept a large block of programs." Program competition could be seriously jeopardized by an extreme form of sliding-scale payment, the report said, calling "a flat percentage rate with no free hours" the most desirable arrangement.

In any case, the network study staff felt the present standard plans of the three networks, including the free hour waivers, "have not given rise to abuses such as would make a Commission rule in this area imperative at the present time." The staff then recommended that affiliation contracts be made public by the FCC, including payments, since the network has the advantage of knowing what all its affiliates are paid when it negotiates but the affiliates lack this information. Publicity, it was predicted, will tend to some extent to decrease differences in payments and tend to limit the number of cases of premium compensation.

Study of affiliation contracts "is an essential Commission responsibility," the report emphasized, and continued surveillance would help avoid serious abuses.

In reviewing advertiser discounts, the report said CBS and NBC discounts may reach a maximum of 25%, averaging around 15%, with ABC granting "substantially higher" discounts.

CHAPTER 9 *Network Practices: The Must-Buy Practice*

The study held that the must-buy practices of networks impinge on the freedom of the advertisers and give "undesirable" leverage to networks in seeking station clearances.

The imposition of must-buy requirements by CBS-TV and NBC-TV "tends toward monopoly," the Barrow group said.

A more favorable attitude was indicated toward ABC-TV's minimum buy practices (which require a minimum gross from the national advertiser) than toward CBS-TV and NBC-TV's more rigid must-buy method (which designates the basic outlets that must be taken).

The study found no great harm had been done by imposition of basic required stations by the networks in that almost all advertisers buy in excess of the stipulated number. Agencies queried did not cite any instance in which the must-buy or minimum-buy practice had been a factor in an advertiser's decision not to purchase tv network time.

". . . The large majority of network advertisers are undoubtedly glad to purchase most of the stations included in the basic group and would do so even if there were no must-buy requirements," the report said.

As to exceptions from the basic list granted certain advertisers by CBS-TV and

Cincinnati's Most Powerful Independent Radio Station
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THE L.B. Wilson STATION
WCKY CINCINNATI
On the Air everywhere 24 hours a day—seven days a week

NBC-TV, the study found most based on the sponsor not having distribution in certain markets, a historical association between network and advertiser or instances that involved lack of film rights in specific markets. ABC-TV did not indicate any instances in which the minimum dollar requirement was waived, according to the report.

While the majority of agencies queried indicated no instances in which advertisers had been forced to buy specific markets that were not desired, there were reports of seven advertisers who had had such an experience —one of them on four different programs since Jan. 1, 1954.

Must-buy practices have not had any effect on the cost of television, the report said, pointing out that if there were no such requirement, network time and programs would still be too high for the small advertiser.

The network's ability to select the stations to be included in the basic list gives it "a substantial bargaining advantage" in its relationship with these stations, it was said. This presents an important issue of public interest, the report added, in that the network may be in a position to persuade stations to carry programs that the affiliates otherwise would not be disposed to carry.

In connection with independent stations, the study group said the must-buy policy is not a significant restraint on the non-network outlet. The independent's difficulty in getting network programs arises not from must-buy practices but from the territorial exclusivity clauses conferred on affiliates by their network contracts, the report said, noting the stands of KTTV (TV) Los Angeles, an independent, and WTVR (TV) Richmond, a former NBC-TV affiliate, both of whom charged that network practices precluded their use of certain national advertiser programs.

As to the network contention that a minimum purchase requirement was necessary to prevent "fragmentation" of its service, the study held this to be without basis in that the demand for full scale network service was great enough that networks did not have to sell partial lineups. Similarly, the study discounted the claim that must-buy was tied in with the necessity of covering fixed costs of network service in that the criteria for establishing must-buy requirements related primarily to advertiser demand and were not related to fixed cost considerations.

"The principal reason that the networks have not abandoned the must-buy practice apparently lies in the bargaining leverage it gives them in relations with stations," the report said.

In noting that the minimum dollar requirement avoids "abuses" arising in must-buy practices, it was recommended that should the latter practices be modified, rather than abolished, that the FCC not undertake to regulate the particular minimum requirements.

The report said there was no objection to the 100-station minimum requirement of NBC-TV during specified night hours in that specific stations are not designated and the requirement is waived in the case of programs under the network's Program Service Plan.

It also is possible, the report said, that an exception would be considered to the minimum buy requirement in the case of multi-weekly programs sold in small segments to a number of different advertisers.

CHAPTER 10 *Network Practices: Network Representation of Stations in National Spot Sales*

In recommending that the FCC adopt a rule prohibiting networks from representing stations in national spot sales, other than the networks' owned and operated outlets, the study took hard slaps at CBS-TV and, to a lesser extent, NBC-TV. ABC-TV does not have a spot sales representation unit.

The Barrow group disagreed that network operation and the spot sales activity could function independently. At the policy level, the two units under common management will be directed toward the overall interest of the company, the report contended. This works adversely in the setting of stations' national spot and network rates as well as stations' choice between national spot and network programming.

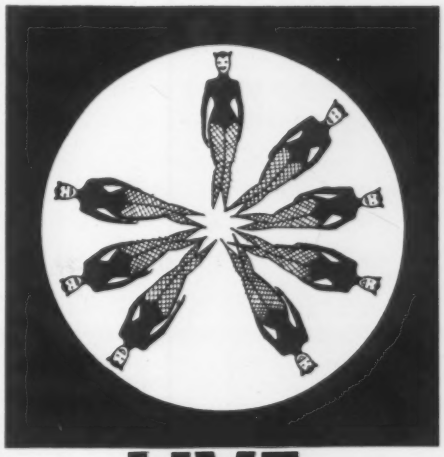
In connection with the rates allegation, the Barrow group conceded that ready exchange of information itself doesn't affect competition to a significant degree, but said that two-way exchange of this type normally does not take place between the network and the independent station representative.

The report said that "in the case of CBS, the cooperation between the two departments has taken the form of a 'campaign' to equalize national spot and network rates." It was further charged that CBS Spot Sales sacrificed potential or actual national spot business "by helping to set the national spot rates of the owned and affiliated stations at a level that would reduce competition between network and national spot sales."

Labeling this contrary to the interest of the represented stations, the report declared: "This joint action of CBS Spot Sales and network divisions has restrained competition, and raises questions with respect to possible violations of the antitrust laws and the Commission's regulations."

Another "but less important illustration" of cooperation between CBS Spot Sales and the network was cited in connection with "cut-in" charges, the study report said. Cut-ins are insertions in the commercial message of the network advertiser made, at sponsor request, by the local affiliate and enable the national advertiser to tie in his message for the local dealer.

Some independent representatives protested this was spot business, subject to representative commission and chargeable at the station's spot announcement rate, the report said. The network took the position that only a production charge should be made since time was already sold to the na-



Public service is best when local and "live". Houston clergy and civic leaders unanimously commend KTRK-TV for its leadership in fulfilling its public trust. For example, the only "live" coverage of the recent sensational impeachment hearing was on KTRK-TV . . . and covered in entirety.

turn to Page 103

9=

KTRK-TV
CHANNEL 13 HOUSTON

KCRA·TV
SACRAMENTO, CALIFORNIA
. . . the highest rated NBC station in the West!
CLEAR 3 CHANNEL

tional advertiser. The report contained NBC-TV and CBS-TV circular letters to affiliates pressing their stand.

Another conflict area specified by the Barrow report dealt with "the network's desire to sell as much of the station's time as possible on a network basis, including time periods not subject to the network's option, and the station's desire (shared by its representative) to sell at least some of these time periods on a potentially more profitable national spot basis."

The report claimed there was evidence that some stations have approached networks for spot sales representation in order "to cement" their network affiliation relationship. In the same theme, according to the report, networks have taken spot representation into account in affiliation decisions and have indicated "on one or more occasions" that the two should be looked upon as a single "package."

The report noted that the network spot organizations have been circumspect in operation and have not attempted to expand too far into that field; also, that while the two network organizations accounted for one quarter of the national spot business (in April 1956), only 8.3% was accounted for by non-network-owned affiliates.

Station Representatives Assn. and its predecessor, the National Assn. of Radio Station Representatives, have spearheaded the opposition to the network operation of spot sales organizations.

CHAPTER 11 *Network Practices: Interconnection Problems*

The Network Study Group has not attempted an appraisal of the conflicting views of broadcasters and telephone companies with respect to issues of rates or private relay facilities.

Noting that the FCC has docketed two formal proceedings with respect to these matters, the study group did not undertake an investigation but merely outlined the situation.

It did recommend that the Commission expedite resolution of the rates and private relay issues. It further urged that the FCC closely examine procedures for allocating scarce program transmission facilities to determine whether they are fair and equitable and in the public interest. The report emphasized a concern about the potential effect of allocation procedures on the entry of new networks as well as like television services.

In tracing the history of interconnection and the shortages thereof in the past, the report noted the disadvantage of the now-defunct DuMont Television Network as well as ABC-TV due to the contractual necessity of buying facilities in eight-hour blocks when the networks involved did not have sufficient network programming.

Docket 9863, a nine-year-old proceeding before the FCC, concerns the lawfulness of the rates and regulations covering AT&T services. Docket 11164, instituted in 1954, was an aftermath of FCC's authorization of private relay systems only on a temporary basis, pending availability of AT&T. Case is concerned with the petition that private tv intercity relay systems be permitted, even if common carrier facilities are available, and if the cost factor justifies the private system.

CHAPTER 12 *Multiple Ownership of Stations*

The network study staff recommended that the FCC, in the long run, seek through regulation a pattern of tv station ownership that approaches one to a customer as closely as circumstances permit. This would entail changes in licensing, renewal and transfer policies.

The main objective would be a limit on ownership of three vhf outlets in the top 25 markets. The study noted that the trend at the present time is in the direction of increased multiple ownership and at the present most of the stations in the top 25 markets (serving half the U. S. population) are held by multiple owners.

Recommendation was made that, in proposed sales involving multiple owners, Commission rules require the offer to be made in cash, and that public notice be given to other interested parties who could then compete by meeting the offer. If this procedure is adopted, it would necessitate repeal of the MacFarland Amendment which precludes FCC consideration of competitive applications in transfer cases.

In connection with this, the report said that—like original applications for facilities—first consideration should be given local applicants with roots in the community and those who do not own another station.

A further recommendation to check the growth of multiple ownership would require that each person acquiring a tv station be limited to one television outlet until that station has been operated for one license term. Thereafter, he might apply for more tv's, subject to the Multiple Ownership Rule and the presumptions of this report.

The effect on present multiple owners was partially envisioned as follows:

NBC, with holdings in the first, second, third, fourth and tenth markets, would be required to divest two stations.

ABC, with stations in the first, second, third, fifth and sixth markets, would have to drop two outlets.

CBS would be required to drop one station.

Among the non-network multiple owners, it was pointed out that Westinghouse with five stations in the top 25 markets would have to drop two; Storer Broadcasting Co. might possibly have to relinquish one—contingent on the ranking applied to its Philadelphia-Wilmington tv property; and Crosley Broadcasting Co. would have to divest one, depending on the rank assigned Columbus, Ohio.

Should this numerical limitation be imposed, it was suggested that a three-year period be allowed for the multiple owners involved to relinquish the extra tv properties. It was pointed out in the case of ABC that the network might improve its income position sufficiently that the divesture would not reduce its income below that necessary to provide programming in the public service.

The FCC should review from time to time the ownership of stations by networks and if it could be found that a network could be divested of additional stations without endangering the network program service, such divestiture should be required.

Throughout this portion of the report, the theme of local ownership, diversification of interest and control of monopolistic tendencies was stressed. The report felt that network multiple ownership, as it now stands, tends to restrict programming and programming sources.

CHAPTER 13 *The Radio Industry*

Though the Network Study Report primarily is concerned with television because of its relative newness, it urges periodic reappraisals of radio.

Cited are the increased number of am stations, changing listening patterns and programming, the decline of the relative position of network radio, changes in the revenue pattern among radio stations, the effect of tv on am, the development of fm and the advent of new types of services in fm.

With less reliance now on networks, radio stations are generally assuming their "avowed" responsibility in selecting programs to serve their own community, the report said. Stations are freer now than in the past to reject network programming.

On the other hand, it was pointed out, this trend has stimulated radio networks to ex-

periment with new methods to serve affiliates.

One question raised in the report: Participation of networks in both radio and television has tended to affect adversely opportunities of non-radio affiliates in obtaining tv network affiliations, and the opportunities of tv-only networks to obtain access to station time.

Would the public interest be better served and competition within radio and television be furthered if network organizations were limited to one or the other medium? the report questions. And, would new networks enter radio if ABC, CBS and NBC devoted themselves to tv networking only?

CHAPTER 14 *Application of Commission Rules and Regulations to Network Organizations*

The networks, which are the strongest decision making component in the tv industry, should be answerable to the viewing public through FCC policies expressing public interest, the report said. Specific legislative authority for the FCC to apply its rules and regulations, in appropriate contexts, directly to the networks was recommended.

It was further urged that sanctions for violation of Commission rules be changed. Revoking of station license is the only sanction currently available and this was found to be too drastic for application to all types of conduct proscribed by the rules. A system of forfeitures compatible with varying degrees of conduct proscribed by the rules should be allowed the FCC by Congress, the report said.

The problem of overlapping jurisdiction with the Dept. of Justice was recognized as well as the possibility that network regulation by the FCC might provide an "umbrella" against possible antitrust actions. However, the study group felt that the advantages outweighed possible losses in antitrust prosecution.

Application of the FCC rules to networks should be made only in those areas in which Commission objectives are infringed by network structure and practices. The report said this should not involve establishment of station rates, the division of compensation between networks and stations, or rules relevant to programming which go beyond balanced programming in the public interest.

Pending grant of authority to apply its rules directly to networks, the FCC should continue to apply existing Chain Broadcasting Rules to stations and the new rules recommended in the report should be made applicable to all stations, or to stations owned by the networks, as the circumstances warrant. When the authority is granted to FCC to apply rules to the networks, then the FCC should review the Chain Broadcasting Rules, as amended, to make them applicable to networks only, to both networks and stations, or to tv stations only, as the conduct of each rule indicates.

CHAPTER 15 *Summary and Recommendations* (see page 100).

EXTENT OF FCC NETWORK STUDY SET FORTH IN NOVEMBER 1955

When the FCC committee issued its Order No. 1 in November 1955, it declared: ". . . the network study will concern itself with the broad question whether the present structure, composition and operation of radio and television networks and their relationships with their affiliates and other components of the industry, tend to foster or impede the maintenance and growth of a nationwide competitive radio and television broadcasting industry."

The subjects to be studied by the network staff were listed by the FCC committee in its Order No. 1 as follows:

(a) What has been and will continue to be the effect on radio and television broadcasting of the following:

(i) Ownership and operation of both radio and television networks by the same person, or persons affiliated with, controlled by, or under common control with the same person;

(ii) Ownership and operation of radio and television broadcasting stations by persons who, directly or indirectly, own or operate radio or television networks;

(iii) The production, distribution or sale of programs or other materials or services (including the providing of talent) by various persons, both within and outside of the broadcast industry, for (1) radio and television network broadcasting, and (2) radio and television non-network broadcasting;

(iv) The representation of stations in the national spot field by various persons;

(v) The relationships between networks and their affiliates including but not limited to those having to do with (1) selection of affiliates, (2) exclusivity, (3) option time, (4) free hours, (5) division of revenue, and (6) term of contract;

(vi) The contracting for or lease of line facilities used in the operation of networks by persons who, directly or indirectly, own and operate networks;

(vii) Related interests, other than network broadcasting, of persons who, directly or indirectly, own or operate networks;

(viii) The ownership of more than one radio or television broadcast license by any one person.

(b) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and the economic feasibility of the development of a multiple-network structure in terms of (1) the number of broadcast outlets available, (2) national advertising potential, (3) costs of network establishment and operation, and (4) other relevant factors.

(c) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and economic feasibility of effective competition in the national advertising field between networks and non-network organizations in terms of (1) the number and type of broadcast outlets available, (2) national advertising potential, (3) needs of the advertiser, and (4) other relevant factors.

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BARROW STUDY HOLDS UP 37 WAYS TO REVAMP NETWORKS' STRUCTURE

Verbatim text of recommendations to the FCC. Main story page 31

Recommendations

In formulating the general philosophy underlying its evaluation and recommendations in the various areas under study, the Network Study Staff has been guided by the several doctrines through which the Commission, in the course of its administration of the Federal Communications Act, has given substance to the "public interest, convenience, and necessity."

The fundamental objective of Commission policy is the best possible service to the public. The implementation of this primary objective has been sought through the policies of: 1) promoting competition and preventing undue concentrations of economic control; 2) diversifying ownership and control of broadcast facilities, and 3) fortifying the independence of station licensees in order that they may exercise a high degree of discretion in providing a service consistent with the needs and desires of the community reached by their broadcasting.

In implementing these objectives, the framework of certain physical and operational conditions existing in the industry must be recognized. These are: 1) that television channels are limited, and that, in all probability, the present vhf structure constitutes the major portion of available broadcast facilities, 2) that the television industry will continue to be supported by advertising revenue, and 3) that the interconnected network organization will continue to be an essential component of the tv broadcast system. The task becomes one, therefore, of adjusting the primary regulatory policy objectives to the limits imposed by these basic conditions in order to attain optimum performance in the public interest.

The Commission's doctrines emphasize competition as the means through which the public interest in broadcasting can best be assured. The dominant theme of this report is the importance of achieving or maintaining the conditions necessary for effective competition in the television industry. To this end a number of recommendations are made for the removal of practices, principally on the part of networks, which restrain or otherwise interfere with the free play of competitive forces. The option time and must-buy practices, and the use of network rates, including those of network-owned stations, to influence national spot rates are examples of practices of this kind.

Some of the proposals of the Network Study Staff with respect to the prohibition of competitive retraints are designed to promote competition among the existing networks and to increase the possibility of competition through the entry of new networks. Other proposals are designed to increase the effectiveness of competition between networking and the national spot "system" of telecasting. Since there are only three major national networks, with little prospect for a fourth in the near future, the principal thrust of policies aimed at providing more effective competition must be in this direction.

Consistent with this basic reliance on the competitive process as the best means of safeguarding the public interest, the Network Study Staff has recommended that the Commission not become directly involved in reviewing, with the purpose of approving or disapproving, the detailed business decisions of the networks. The staff believes that such day-to-day judgments must be left to the forces of the market place, and that the role of the Commission should be confined, to the extent possible, to the prohibition of practices which restrain competition or are otherwise contrary to the public interest. Thus, the Network Study Staff has rejected such alternative recommendations as a rationing of the time of stations among the existing networks and other program suppliers, and Commission review of individual network decisions with respect to network rates, compensation arrangements, and affiliation or disaffiliation actions.

It must be recognized, however, that even if all of the existing competitive restraints were removed, the bargaining positions of the various parties would remain disparate. Although networks and their affiliated stations have a large area of mutual interest or "partnership," they also have conflicting interests. In this area of conflict, where use of the stations' facilities for competing with non-network groups may be involved, the major networks are likely to be in a strong bargaining position in many market situations. When disparate positions exist, it is imperative to insure that bargaining power is not used in ways that are incompatible with the public interest and impinge upon Commission policy. The prohibition of restrictive practices, as summarized below, will serve this end.

In addition, the Network Study Staff has recommended that the salutary effect of publicity of network policies be used, in lieu of specific regulations prohibiting restraining practices, whenever it appears that publicity will achieve the objectives of the public interest. The possibility of arbitrary, discriminatory or restrictive action in such areas as affiliation, disaffiliation, rates, and compensation can be substantially reduced if adequate publicity is given to network actions. In this way, these industry practices will tend to be self-regulating, and bargaining power may be kept within resasonable bounds without further Commission action.

Another fundamental Commission doctrine, to which the network study has sought to give added strength through its recommendations, is that the station licensee must ultimately bear the responsibility for programming in the public interest the facilities licensed to him by the Commission as a public trust. This responsibility cannot be delegated to another party, nor should it be restrained by contractual or other relationships which interfere with its free exercise by the station licensee. Specific recommendations with respect to the option time and must-buy practices and to network-station relations in the rate area reflect this underlying philosophy. Also, it has been recommended that, through its policy on the renewal of station licenses, the Commission insure that this responsibility is exercised in a manner consistent with the public interest.

A third Commission objective on which particular recommendations of the Network Study Staff are based is the establishment of a nation wide television system, providing the largest possible proportion of the population with at least one facility and as many additional communities as possible with two or more facilities. To a major extent, the establishment of a nationwide television system along these lines depends upon allocation policies with which this study has not been concerned.

Within the scope of the study, attention has been focused on preserving the essential features of the networking system, which has provided the best basis for extending a quality program service to stations reach-

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ing a very high proportion of the nation's television homes. This consideration underlies, for example, recommendations made with respect to the "right of first call" of network affiliates, to the must-buy policy, and to the network ownership of stations within prescribed limits. In addition, various proposals are made concerning the access of independent stations and of stations in smaller markets to network programs and Commission action on the structure of AT&T rates with the intention of strengthening the financial and programming base of some of the station outlets required for a nationwide television system.

Another set of Commission doctrines with respect to the public interest have guided recommendations addressed to the growing problem of multiple ownership of stations. This includes the doctrine that the station, in order to fulfill its role as a local community institution, should be owned by local interests with roots in the community to be served; the doctrine that the public interest is best served by a diversity of opinions and program sources; and the doctrine that a concentration of economic control in the hands of a small number of ownership units is inconsistent with the public interest.

Against this background of the "public interest," the following recommendations are made with respect to Commission policies and procedures in the various areas embraced in this study.

A. Affiliation

1. Networks should be required by rule to file with the Commission a full and detailed statement of the criteria governing their affiliation policies.

2. Networks should be required by rule to file reports with the Commission setting forth changes in affiliation as they occur and the basis of each change. The networks should also be required to report to the Commission all requests for affiliation and the disposition of such requests, including the specific factors used by the networks in granting or denying the requests.

3. A rule should be drawn specifying that networks may not use as a basis for affiliation the fact that a licensee is a multiple owner of television stations.

4. In connection with the proposed study of radio networking, particular consideration should be given to the effects on competition of the practices of the networks of holding open regular television affiliation until their radio affiliates have obtained competitive television facilities.

5. The practice of one of the networks of requiring certain applicants for affiliation to promise to serve as its primary outlets, to the exclusion of other networks, should be referred to the Commission for appropriate inquiry in the light of Section 3.658-(a) of the Commission's rules. Similarly, further inquiry should be made by the Commission as to the policies and practices of the networks with respect to holding discussions with existing affiliates concerning the granting of affiliation to other stations.

6. The Commission should seek comments from all interested parties with respect to a proposal that networks be required to provide affiliated stations in markets not ordered by the advertiser the opportunity to carry the program with commercials deleted, upon reasonable payment by the stations to the network and the advertiser.

7. The Commission should not extend the present two-year maximum affiliation term.

8. The networks should be required by rule to report to the Commission their specific criteria for disaffiliation and should report each disaffiliation action and the bases thereof.

9. Pursuant to Recommendation numbered 3 above, the Commission should require by rule that networks may not use the criterion of multiple ownership as a factor in disaffiliating with a station, in order to affiliate with another station held by a multiple-station owner.

10. The networks should be permitted to continue to grant first call and territorial exclusivity rights in a community to an affiliated station.

11. The Commission should require by rule that if an affiliate is ordered for a network commercial program, but does not provide clearance satisfactory to the sponsor, the network in good faith should undertake to place the program in another station in the community, if the sponsor so chooses. If a clearance suitable to the advertiser can be obtained, the network should not, for a reasonable period of time, be permitted to recapture the program in order to place the program on its regular affiliate.

12. The Commission should require by rule that if an affiliate is carrying a network commercial program, but the advertiser wishes to have the program carried also on a station in another community, the network should undertake to place the program on the other station.

13. The practice of the networks of discussing with affiliated stations the proposed placement of network programs on non-affiliated stations should be examined by the Commission to determine whether such practice is consonant with Section 3.658(b) of the Commission's rules.

B. Option Time

14. The option-time arrangement between networks and affiliated stations should be prohibited by Commission rule. The proscription of option time should not be accompanied with any proposal to ration or otherwise limit the amount of programming that a station licensee may accept from any source. The language of the Commission rule should be phrased so as to preclude similar or more restrictive arrangements which might appear if option time is abolished.

Continued

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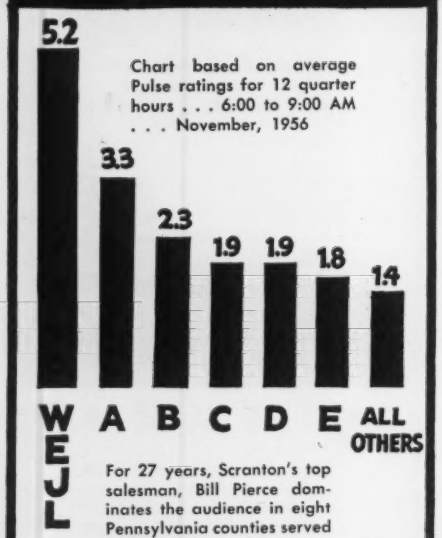

Chart based on average Pulse ratings for 12 quarter hours . . . 6:00 to 9:00 AM . . . November, 1956

For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

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WEJL

The Scranton Times

SCRANTON, ... PENNA.

CCA Hits $300,000 In Sales at WITH

"The best proof of CCA's effectiveness for WITH (Baltimore, Md.) is that we have run it for eight campaigns now, consecutively," says Jake Embry, Vice President of the station. "And most of the original sponsors are still with us like Acme Super Markets, R. C. Cola, Breast O'Chicken Tuna, Goetz Meats and a host of others.

JAKE EMBRY

"We have sold in excess of $300,000 worth of time in conjunction with Community Club Awards; and the proof of purchase has ranged all the way from 1,600,000 points (dollar volume plus bonuses) in the first campaign up to 15,700,000 throughout the seventh.

"And now we've scheduled up through our tenth CCA Campaign."

COMMUNITY CLUB AWARDS

1957 COMMUNITY CLUB AWARDS

THE PENT HOUSE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

C. Rates

15. A rule should be adopted requiring the networks to publish currently their rate-making procedures, including the circulation credited to each affiliate, the formula used for rate purposes, and all changes made in the network rates of individual affiliates.

16. The Commission should watch the development of the rate situation closely and continuously, but assume no responsibility for reviewing individual or general network rate decisions at this time.

17. New rules should be adopted, or current rules expanded, to prohibit any attempt by a network organization to influence the non-network rates of affiliated stations, and any attempt by a network to use the setting of network rates to influence station decisions with respect to program clearances.

18. The evidence with respect to possible infractions of Chain Broadcasting Rules 3.658(a) (through the use of network rates to influence the station's acceptance of programs from another network) and 3.658(h) (through the use of network rates to influence the national spot rates of affiliated stations) should be referred to the Commission for appropriate action.

19. The evidence concerning possible violations of the antitrust laws with respect to network-national spot rate competition and inter-network rate competition should be referred to the Department of Justice.

D. Compensation

20. The Commission should make public the affiliation contracts which licensees are required to file with it, including the compensation provisions of these contracts.

21. The Commission should make a regular and continuous study of compensation arrangements between networks and their affiliated stations. While a potential for abuse exists, the present compensation practices of the networks do not require the adoption of a more specific rule at this time.

E. Must-Buy

22. The must-buy requirement of the CBS and NBC networks should be prohibited through a Commission regulation. No objection should be raised to the adoption of some form of "minimum-buy" analogous to the present ABC practice. In the course of rule making, the Commission should consider whether or not an exception would be desirable permitting the must-buy practice in the case of multi-weekly programs sold in small time segments to a considerable number of different advertisers. The opinion of the Dept. of Justice should be requested on this subject.

23. The Commission should not undertake at this time to regulate the particular minimum requirements adopted by the networks. However, the situation should be followed closely and continuously, so that the Commission will be in a position to take action promptly at a later date, should the "minimum-buy" practice require regulation.

F. Network Representation of Stations in National Spot Sales

24. The Commission should adopt a rule prohibiting the networks from representing stations other than their owned and operated in national spot sales. A reasonable period of time, such as two years, should be allowed for the stations to transfer their representation to a non-network organization.

G. Interconnection

25. The Commission should resolve at the earliest practicable date the issues involved in Docket No. 8963 and Docket No. 11164.[1]

26. The Commission should examine closely the procedures for allocating scarce AT&T program transmission facilities to determine whether they are fair and equitable and otherwise in the public interest.

H. Multiple Ownership

27. In the long run, the Commission should seek through its regulation a pattern of ownership which approaches as closely as circumstances permit the objective of limiting station ownership to one station for each licensee.

28. With respect to the grant of original applications for station licenses, the Commission should promulgate a rule relative to local ownership and diversity of ownership which establishes presumptions that a local applicant will serve the community interest better than an absentee licensee and that an applicant who owns no other station will be in a better position to serve the local community than an applicant who is already licensed to serve one or more other communities.

29. In connection with the renewal of station licenses, a similar presumption should not be established. However, in instances where a multiple owner is providing only marginal service and other entrepreneurs are contesting for the channel at renewal time, the Commission should give appropriate weight to the local ownership and diversity of ownership factors.

30. With respect to the transfer of station licenses, the Commission should recommend to the Congress the repeal of the MacFarland Amendment so that applicants other than the proposed transferee may also be considered in a comparative hearing context. If the Amendment is repealed, it is further recommended: a) that the Commission apply in such cases the presumption in favor of local ownership and diversity of ownership, mentioned in recommendation numbered 28 above; and b) that the Commission require that all proposed sales of stations to existing station owners be on a cash basis, so that other applicants may have the opportunity to make a comparable offer.

31. The Commission should require that each person acquiring a television station

[1] Docket 8693 (FCC) is concerned with the lawfulness of rates and regulations covering AT&T interconnection services to broadcasters. Docket 11164 (FCC) is concerned with petition that private intercity relay systems be permitted, even if common carrier facilities are available and if the cost factor justifies the private system.

be limited in ownership to one television station until such station had been operated for a full license term. Thereafter, the owner might apply for an additional station each year, subject to the other limits of the multiple ownership rule, including the presumptions recommended herein.

32. The present numerical limitation that no licensee may own more than 5 vhf stations and 2 uhf stations should be retained. In addition, it is recommended that the multiple ownership rules be amended to provide that no licensee be permitted to own more than 3 vhf stations in the top 25 markets of the United States. To the limited extent that divestiture is required by this proposed rule, a reasonable period of time, such as three years, should be permitted for the sale of the stations.

33. Networks should be treated on the same basis as other multiple-station owners with respect to all of the above-recommended rules. However, in the event that networks, having disposed of station holdings in excess of three in the top 25 markets, should seek to acquire additional stations in lower-ranking markets up to the permissible limits of 5 vhf and 2 uhf stations, the presumptions against a network multiple owner on local ownership and diversity grounds should, in a comparative hearing context, be overriding unless it can be demonstrated that acquisition of the station or stations is essential to the financial welfare of the network and that financing from conventional capital sources is not available.

I. Radio

34. The Commission should undertake a detailed study of network radio and of other components of the radio industry.

J. Application of Commission Rules directly to Networks

35. The Commission should recommend to Congress that it be expressly authorized to apply the pertinent parts of its rules and regulations directly to networks. The official views of the Dept. of Justice should be requested before such a recommendation is made.

36. Pending any such recommendation or express grant of authority to apply its rules directly to networks, it is recommended that the existing chain broadcast rules continue to be applied to stations, and that all changes in the rules or new rules recommended in this report be made applicable to all stations, or to stations owned by the networks, as the circumstances warrant.

37. Should express authority be granted to the Commission by the Congress to apply its rules directly to networks, the Commission should then review its Chain Broadcasting Rules, as they may have been amended or expanded, with a view to making them applicable to networks only, to both networks and stations, or to stations only, as the conduct reached by each rule indicates.

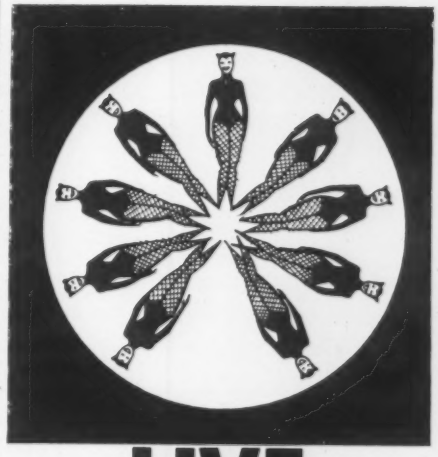
III. Enforcement

It is axiomatic that no rule can be effective unless it is properly enforced. In the past, several factors have complicated the Commission's task of effectively enforcing the existing Chain Broadcasting Rules. One of these factors is that the sanctions applicable under the rules have not generally been suited to the types of infractions against which the rules are addressed. This problem has two aspects: some of the rules are directed against the injured parties rather than against the parties most likely to have been responsible for the infraction of the rule; and the penalties imposed under the rules are excessive for most of the infractions involved. Another factor is that the Commission has been able, because of other and more pressing tasks, to devote only limited staff and funds to the continual observation of industry practices necessary for effective rule enforcement.

As has already been pointed out[*], the Chain Broadcasting Rules are framed in terms of station licensees, and provide that no license shall be issued to a station which engages in any of the proscribed practices. The types of practices against which the rules are directed generally involve a contract, understanding, or agreement between a station and a network, and the rule could thus be directed against either party. In practice, however, there is little reason why a station should wish to engage in most of the proscribed practices, while there is a greater incentive for a network to do so in order to limit competition from other networks or from non-network sources. In cases where a station licensee has violated a Commission rule at the instance or insistence of a network organization, penalization of the station rather than the network clearly poses a problem of equity which can interfere with effective rule enforcement. A rephrasing of some of the existing and proposed rules to address them to networks as well as, or in lieu of, stations, as recommended in Chapter 14 of this Report, would make it possible to apply sanctions directly against those parties most likely to be the moving parties in violations of some Commission rules.

Regulations directed against stations may have a considerable, if indirect, influence on the networks with which they are affiliated. In instances where a rule infraction has been initiated by a network organization, it would presumably not require revocation of many station licenses for strong pressures to be brought to bear by affiliates on the network to discontinue the practice in question. Nevertheless, the Commission may understandably be reluctant to revoke the license of a station in such circumstances. On the other hand, if the evidence should indicate

[*]Chain Broadcasting Rules were issued by FCC following 1938-1941 investigation. In lieu of applying rules to networks, Commission laid down rules applicable to stations and designed to prevent stations from entering into arrangements which restrained them in exercise of their public interest responsibility.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9=
KTRK-TV
CHANNEL 13 HOUSTON

THE THIRTEEN MEN WHO MADE THE STUDY

The FCC's Network Study report was written by lawyers and economists. That is evident in a look at the *dramatis personae* of the staff.

Director of the FCC's Network Study Staff was Roscoe L. Barrow, dean of the U. of Cincinnati Law School. He was named director in September 1955 and spent alternate weeks in Washington while administering his collegiate duties in Cincinnati. For the past few months, however, he virtually spent fulltime on the project. Dean Barrow was born in LaGrange, N. C., in 1913. He received his B.S. degree from Lewis Institute (now Illinois Institute of Technology) in 1935, a J.D. from Northwestern U. in 1938. From 1938 to 1951, Dean Barrow was a government attorney with the National Labor Relations Board, Dept. of Agriculture, Office of Price Administration and with the Dept. of Justice (as a special assistant to Attorney General J. Howard McGrath handling price violation prosecutions). In 1949 he was appointed professor of law at Cincinnati U.; he was named acting dean in 1952 and dean in 1953. During World War II he served in the Navy.

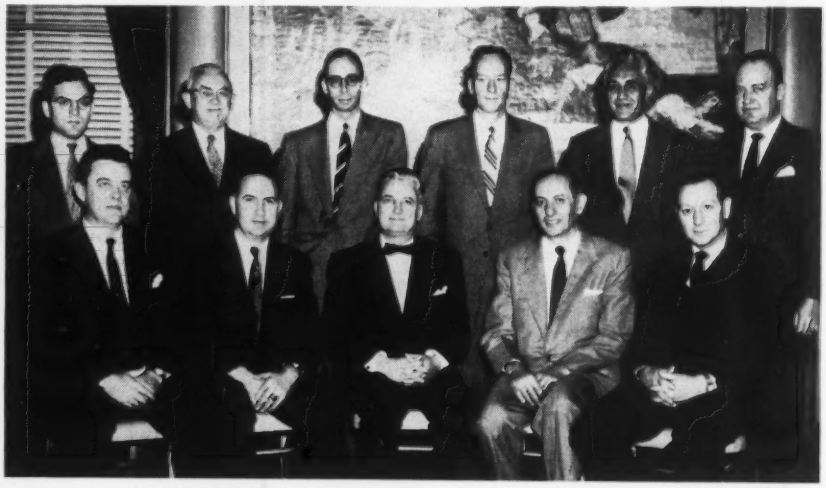
Executive secretary of the staff was Dr. Louis H. Mayo, assistant dean, George Washington U. Law School, Washington, D.C. A U. S. Naval Academy graduate, Dr. Mayo served in the Navy during World War II, reaching the rank of lieutenant commander. He has been teaching communications law at George Washington U. since 1951. He also has served as a consultant to the White House on special projects.

Two other attorneys were attached to the staff—Ashbrook P. Bryant and J. F. Tierney. Mr. Bryant, an FCC attorney on detail to the staff, practiced privately in New York, was an attorney with the Securities & Exchange Commission, a special assistant to the Attorney General on war fraud cases, and chief counsel of the Senate Preparedness Investigating Committee before joining the FCC. Mr. Tierney served with the British Purchasing Commission, with the Kaiser Co., as a consultant to the Small Business Administration, with Robert A. Mayhew Assoc., and on the staff of the House Appropriations Committee.

The economists included Dr. Jesse Markham, Princeton U. professor of economics (and antitrust specialist); Hyman H. Goldin, FCC economist (chief of the Economics Division since 1948); Dr. Warren Baum, formerly with the Rand Corp.; Peter Gerlando, FCC economist, formerly with OPA, Commerce Dept., Federal Security Agency and Census Bureau; Ellis Crocker, FCC economist with the Economics Div., now with the Telephone Div., Common Carrier Bureau, and Robert D. J. Leahy, special investigator for the Broadcast Bureau.

Another academician was Dr. Charles H. Sandage, chairman of the advertising department, U. of Illinois.

The practical side of broadcasting and advertising was represented by two staff members: Edward R. Eadah and Harry J. Nichols, both serving as industry consultants. Mr. Eadah is the former research director of the now defunct DuMont Tv Network. Before that he headed the client coverage departments at CBS, ABC and MBS. Mr. Nichols retired in 1955 as senior vice president and part owner of Mumm, Mulloy & Nichols advertising agency, Columbus, Ohio.



IN *this first—and only—group picture of the FCC's Network Study Staff, taken in New York in November 1955, all members are shown except three. Seated (l to r) are Ashbrook P. Bryant, Dr. Louis H. Mayo, Dean Roscoe L. Barrow, Hyman H. Goldin and Dr. Jesse Markham. Standing (l to r) are Peter Gerlando, Harry J. Nichols, Dr. Warren Baum, James B. Sheridan (acting chief of the FCC's economics division who is not a member of the study staff), Edward R. Eadah, and J. F. Tierney. Dr. Charles H. Sandage, Ellis Crocker and Robert D. J. Leahy were not present when this picture was taken.*

that the network had instigated the rule infraction, this would presumably reflect on the network's qualifications as a licensee of its owned and operated stations. This raises the question, however, whether the penalties involved are appropriate for rule infractions, by stations or networks.

There can be no question that revocation or non-renewal of a station's license, whether the license is held by a network or by a non-network organization, is a drastic penalty for the Commission to impose. Such action clearly reflects on the character of the licensee and his ability to perform in the public interest. The financial penalty involved may be quite substantial. In most cases the licensee will have made a substantial investment in plant and facilities, program materials, etc. It is not unlikely that there would be a financial loss in the forced sale of the station's facilities to the new licensee authorized by the Commission to operate on the assigned frequency. As previously indicated, in the *Don Lee* case in which the Commission was dealing with clear-cut violations of the Chain Broadcasting Rules by a radio network,[3] the Commission concluded that revocation of any of the station licenses of the network would be too extreme a penalty.

In addition to its power to revoke, or not to renew, a station's license, the Commission, under authority granted to it by the 1952 Amendment to the Act (§ 312(s) may issue a "cease and desist" order in cases when the licensee has violated any provision of the Act or any Commission rule or regulation. The "cease and desist" order, in certain circumstances, can be a useful tool in rule enforcement. The effectiveness of this sanction may be limited, however, for the reason that the only remedy provided by the Act for failure to observe a "cease and desist" order is the extreme penalty of license revocation. Also, this penalty applies to failure to observe the "cease and desist" order, rather than to engagement in the practices violative of the Commission's rules, which are the subject of the order.

It appears, therefore, that the Commission's vital function of effective rule enforcement would be aided if it were impowered to impose penalties (other than revocation of a station's license) for practices which, after proper investigation by the Commission, were found to be infrac-

[3] In 1950 Don Lee Network was charged with coercing affiliates into violating provisions of Chain Broadcasting Rules. Since Don Lee itself was licensee of several stations, FCC instituted license renewal proceedings against these stations on premise that if network had used its weight on affiliates, its qualifications to hold broadcast license were in doubt. Commission renewed licenses of Don Lee stations on ground that revocation (which was its only recourse then) was too stringent punishment.

tions of the existing rules. In any case where the Commission is authorized, pursuant to § 312(a)(b) to revoke a license, or to revoke a permit, or to issue a cease and desist order, the Commission, after the hearing required by subsection 312(c), or waiver thereof, in lieu of revoking a license, or revoking a permit, or issuing a cease and desist order, or in addition to issuing a cease and desist order, should be authorized to order the licensee or permittee to forfeit to the United States a specified sum for each day during which the Commission finds that any offense set forth in the order to show cause issued pursuant to subsection 312(c) occurred. Since the magnitude and importance of the rule infractions are likely to vary from case to case, the Commission should be permitted some latitude, within prescribed limits, in relating the amount of each forfeiture to the nature of the infraction and the particular circumstances involved. Such a system of forfeiture would give the Commission more flexibility in applying its rules to varied and changing situations.

The Network Study Staff therefore recommends that the Commission request Congressional legislation that would impower it to adopt a system of forfeitures in the case of demonstrated infractions of Commission rules. This procedure for handling alleged violation of Commission rules is preferable to considering such complaints in the license renewal context.

In the past, the main thrust of Commission activity in the broadcasting area has necessarily been in the assignment of frequencies for the development of radio and television broadcasting and in licensing of stations to operate on the assigned frequencies. These were clearly the most urgent of the Commission's tasks and, with the limitations of budget and staff, required a heavy concentration of Commission personnel. Now that the Commission has succeeded in getting a substantial number of television stations on the air, and has issued licenses for virtually all commercial assignments in the vhf portion of the spectrum, it is possible for the Commission to devote more of its resources to some of the other problems before it. With respect to a number of practices which it has examined, the Network Study Staff has discovered apparent violations of existing Commission rules. The mutuality of interest between stations and networks in many areas, and the overriding importance to stations of affiliation with a network, may make it unlikely that some stations will inform the Commission in cases where the network has been seeking to influence station behavior in ways that may be contrary to the Commission's rules. For these reasons, the Network Study Staff concludes that continued and close surveillance by the Commission of such practices is essential, including field investigations, where appropriate, in connection with alleged violations.

Television is a dynamic industry, and its structure and practices will undoubtedly undergo numerous changes with the passage of time. The Network Study Staff therefore recommends that the Commission take such administrative steps as it considers necessary in order to insure an adequate staff organization both for the effective enforcement of the existing and proposed rules and for a continued re-examination of the rules in the light of their impact on the industry and of other developments. Only in this way can the Commission insure a broadcasting system that is serving the public interest through effective competition.

IV. Conclusion

The Report on Network Broadcasting recognizes the great contribution of the networks to television. It was the nationwide, interconnected network system of broadcasting, providing free program service through national advertiser support, which made possible the phenomenal growth of television. In this way, national program service was brought to virtually all our people in a brief span of years. Through this system, public service programming as well as popular entertainment is provided and simultaneous broadcast to a nationwide audience of events of national interest is made possible. The network system also provides a vital means of linking together our people in the event of national emergency. In these and other respects, network activities are consistent with, or help to promote the public interest and to effectuate Commission policy.

On the other hand, there are respects in which the networks' concentration of control, and the practices in which they engage, have been found incompatible with the public interest. An important Commission policy impinged upon by network structure and practices is that of making the station licensee responsible for broadcasting in the public interest. As has been seen, stations are highly dependent on the network program service, and the network affiliate carries a large schedule of network programs. The networks, through their use of the contractual right of option time, and other practices, have persuaded affiliated stations to accept a larger schedule of network programs than they would otherwise be disposed to carry. In this way, network practices have, to some extent, restricted the programming responsibility of the station licensee and limited the licensee's opportunities to program according to the specific needs of his local community. They have also curtailed the availability of alternative program sources to the station and thus to the public which it serves.

Another statutory and Commission policy directly affected by networking is that of preserving effective competition in broadcasting. Networks have a high concentration of control over important facets of the telecasting industry. The principal factors accounting for the high concentration of control by networks are the shortage of competitive station facilities in the vhf spectrum and the economic advantages, to

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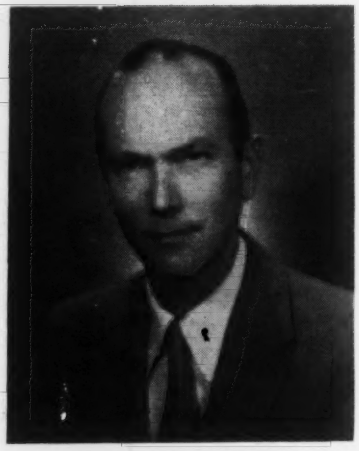

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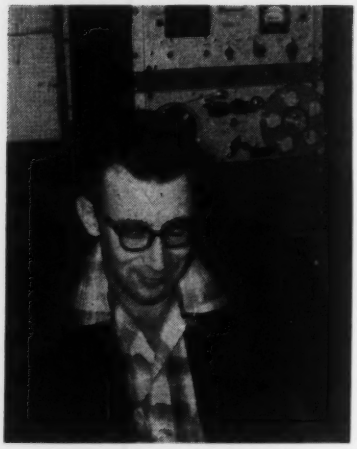

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networks and stations, inherent in the affiliation relationship. Despite the very high network profits of CBS and NBC, there is little prospect for the immediate entry of a fourth network. While the three existing networks compete among themselves in many areas, the small number of networks and the formidable barriers to new network entry are limitations on the effectiveness of competition at the network level. The encouragement of greater competition between networks and national spot telecasting, therefore, holds out the principal hope of providing more effective competition in the public interest. However, a number of network practices have served to restrain competition between network and national spot advertising and to place the station representatives, program suppliers, and advertisers using national spot, at a competitive disadvantage. These practices, in combination, have restrained competition between networking and the national spot system to a significant degree.

A third policy of the Commission is that of providing a nationwide television system, with one or more broadcast services available to as high a proportion as possible of the people of the United States. The network system has done much to foster the realization of this objective. But some practices of the networks designed to protect the area of their primary affiliates, especially in the larger and more profitable markets, have impeded rather than assisted this Commission policy.

This report accepts the network system as a necessary and highly desirable component of the American broadcasting system. The recommendations which have been made are designed to provide effective competition in television by removing those competitive restraints which impinge upon Commission policy relating to the public interest in broadcasting. It is the opinion and hope of the Network Study Staff, that the present system of broadcasting, in which the networks play so large a role, will be rendered more competitive by adoption of these recommendations, and thus will better serve the interest of the public at large.

It should be recognized, however, that the high concentration of control exercised by networks, the barriers to new network entry, the strong bargaining position of the networks in their relations with stations in many markets, and the limited opportunities for non-network groups to compete, present in combination a serious problem for the realization of the objectives of the Commission. Should measures recommended in this report, together with technological change in the industry within the next few years, not achieve effective competition in the broadcasting system, it may be necessary to consider basic structural changes in the system. The changes which might have to be considered under these circumstances include such alternatives as: a national television service available to any subscribing stations, as national news sources now make their services available to all newspapers; rationing of station time among program suppliers and advertisers; Commission regulation of rates; recapture of monopoly profits or economic rent in the use of valuable frequency channels allocated to the large commercially desirable markets; and recapture of the value of the frequency itself upon the sale of scarce, viable, station facilities.

In lieu of considering such basic structural changes, the Network Study Staff has followed the policy of working within the framework of the existing network system and recommending the minimum changes necessary to remove competitive restraints and to effectuate Commission policy relative to licensee responsibility, diversity of ownership and control, and broadcasting in the public interest. Thus, it has been recommended that the self regulating value of publicity as to affiliation practices, rates, and compensation be relied upon to the extent possible. Where this is not feasible, it has been recommended that the restraints on station freedom and the competitive opportunities for non-network groups, resulting from option time, must-buy, the use of affiliation and rate decisions to influence station behavior and other practices, be prohibited or further limited. The recommendations are designed to improve upon the existing structure rather than to provide a substitute for it.

Through these recommended changes, stations will have additional freedom in programming to meet the needs of their local communities; there will be somewhat greater opportunity for access to the valuable television medium of non-network groups, such as program producers and national station representatives provided a wide range of program choice; some greater access of local and regional advertisers to television will be provided; multiple ownership will be reduced and more entrepreneurs will be brought into broadcasting, thus increasing opinion sources and the opportunities for local community service; and the networks will be subject directly to the Commission's rules so that any restraining conduct in matters affecting the public interest may be more effectively administered. Adoption of the recommendations should result in a greater degree of competition in broadcasting, programming which is more responsive to community needs, and a more nearly nationwide service. The viewing public would have available a wider variety of television services and a more varied program fare.

In the opinion of the Network Study Staff, these recommendations, if adopted, will bring about important and substantial improvements in television broadcasting service to the people.

THE COMMUNITY-NEWS VOICE
RADIO **WSRS**
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

Station Authorizations, Applications

(As Compiled by B • T)

September 26 through October 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

Am-Fm Summary thorugh Oct. 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,024	3,010	298	443	144
Fm	539	519	66	78	0

FCC Commercial Station Authorizations

As of Aug. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,068	520	365
Cps on air	3,113	532	528
Cps not on air	148	30	133
Total authorized	3,261	562	661
Applications in hearing	155	12	82
New stations requests	340	37	77
New station bids in hearing	109	5	46
Facilities change requests	195	15	47
Total applications pending	1,118	148	382
Licenses deleted in Aug.	0	2	0
Cps deleted in Aug.	2	0	1

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Oct. 2

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	401	87	488[1]
Noncomm. Education	19	5	24[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	328	691[1]
Noncomm. Educational	28	21	49[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,125	337	872	590	1,462[3]
Noncomm. Educ.	68		38	33	68[4]
Total	1,193	337	910	623	1,530[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

APPLICATIONS

Perrine, Fla.—South Florida Amusement Co., vhf ch. 6 (82-88 mc); ERP 64.5 kw vis., 32.4 kw aur.; ant. height above average terrain 497 ft., above ground 537 ft. Estimated construction cost $286,434, first year operating cost $300,000, revenue $300,000. P. O. address Hallandale Drive-In Theatre, Box 278, Hallandale, Fla. Studio location Perrine, Fla. Trans. location Homestead, Fla. Geographic coordinates 25° 28′ 22″ N. Lat., 80° 29′ 31″ W. Long. Trans.-ant. RCA. Legal counsel Harry Plotkin, Washington 6, D. C. Consulting engineer Kear and Kennedy, Washington, D. C. Owners are **Sherwin Grossman** (60%), **Harry J. Grossman** (20%), and **Janice C. Grossman** (20%). Sherwin Grossman has theatre interests; Harry Grossman has theatre and banking and cleaning interests; Janice Grossman has theatre interests. Announced Sept. 26.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WLOF-TV Orlando, Fla.—Mid-Florida Television Corp., ch. 9. Changed from WTLO.

WVMI-TV Biloxi, Miss.—Radio Assoc. Inc., ch. 13.

KSOO-TV Sioux Falls, S. D.—KSOO-TV Inc., ch. 13.

Translators

ACTIONS BY FCC

CALL LETTERS ASSIGNED

K77AG Bullhead City & Davis Dam, Ariz.—Mohave County Board of Supervisors. Changed from K72AH.

K83AC Globe & Miami, Ariz.—Community Tv Project.

K71AF Cedarville, Calif.—Surprise Valley Tv Club.

K72AN Durango, Colo.—Durango Jr. Chamber of Commerce Inc.

K71AH Salida, Colo.—Salida Tv Translator Assn.

K71AG Cottage Grove, Ore.—South Lane Tv Inc.

K74AJ Cottage Grove, Ore.—South Lane Tv Inc.

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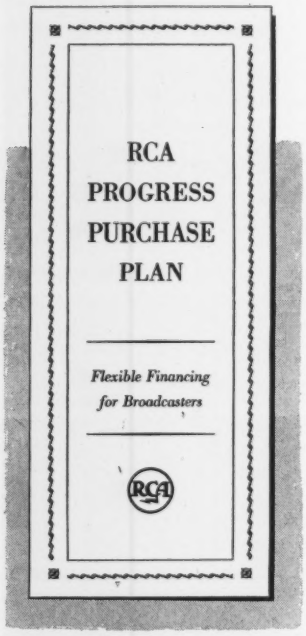

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New Am Stations

ACTIONS BY FCC

Huntsville, Ala.—Leroy Garrett, granted 1600 kc, 1 kw D. P. O. address 703½ S. 14th St., Birmingham, Ala. Estimated construction cost $16,312, first year operating cost $36,000, revenue $60,000. Mr. Garrett, cleaning interests and owner recording company, will be sole owner. Announced Oct. 2.

Tallassee, Ala.—Confederate Bcstg. Co., granted 1300 kc, 1 kw D. P. O. address % Ned Butler, Box 292, Talladega, Ala. Estimated construction cost $13,000, first year operating cost $20,000, revenue $26,000. **Mr. Butler** (33.34%), **James T. Hemphill** (33.33%), **W. K. Johnston** (18.33%) and **Joe A. Armbrester Jr.** (15%) will be owners. Mr. Butler, Mr. Hemphill and Mr. Johnston are co-owners of **WJHB Talladega.** Mr. Armbrester is appliance and furniture dealer. Announced Oct. 2.

Douglas, Ariz.—Frank S. Barc Jr., Genevieve B. Barc, David V. Harman and **Isabelle B. Harman** d/b as **Copper State Enterprises,** granted 930 kc, 1 kw D. P. O. address % Mr. Barc, Box 5282, Phoenix, Ariz. Estimated construction cost $21,435, first year operating cost $19,900, revenue $45,000. Mr. Barc is 50.2% stockholder in applicant for Phoenix am and former station manager, **KRUX Glendale, Ariz.** Mr. Harman has Tempe, Ariz., restaurant and real estate interests. Announced Sept. 26.

Leland, Miss.—Joseph S. Zuccaro tr/as **Miss Ark Bcstg. Co.,** granted 1580 kc, 1 kw D. P. O. address Box 112 Natchez, Miss. Estimated construction cost $13,150, first year operating cost $24,000, revenue $30,000. Mr. Zuccaro is Natchez lawyer. Announced Sept. 26.

Nashua, N. H.—Merrimack Valley Bcstg. System Inc., granted 1590 kc, 5 kw DA-D. P. O. address 502 W. Hollis St., Nashua. Estimated construction cost $32,210, first year operating cost $31,777, revenue $81,770. **Claude E. Nichols,** owner of Nashua radio-tv sales-service firm, is 100% owner. Announced Sept. 26.

APPLICATIONS

Gloucester, Mass.—WGLO Inc., 820 kc, 1 kw D. P. O. address Lewis F. Sargent, 580 Winter St., Framingham, Mass. Estimated construction cost $25,285, first year operating cost $56,958, revenue $66,073. Principals include **Lewis F. Sargent** (52%) and others. Mr. Sargent is former commercial manager of **WKOX Framingham, Mass.** Announced Oct. 1.

Lansing, Mich.—Binder-Carter-Durham Inc., 1580 kc, 500 w D. P. O. address 3506 E. Kearsley St., Flint, Mich. Estimated construction cost $49,705, first year operating cost $35,000, revenue $50,000. Owners are **Richard S. Carter** (50%), **Harry J. Binder** and **Albert Binder** (each 25%). Mr. Carter is general manager of **WAMM Flint.** Messrs. Binder have furniture interests. Announced Sept. 11.

Stevens Point, Wis.—Alvin E. O'Konski Enterprises Inc., 1320 kc, 500 w N, 1 kw D unl. P. O. address House Office Bldg., Washington, D. C. Estimated construction cost $45,600, first year operating cost $60,000, revenue $85,000. Mr. O'Konski also owns **WOSA Wausau** and **WLIN (FM) Merrill,** both Wis. Announced Oct. 1.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KOKA Shreveport, La.—Northwest Louisiana Bcstg. Corp., 1050 kc. Changed from KANV.

WINE Kenmore, N. Y.—Western New York Bcstg. Co., 1080 kc. Changed from WXRA.

WEEP Pittsburgh, Pa.—Pittsburgh Bcstg. Co., 1080 kc. Changed from WILY.

KINT El Paso, Tex.—Robert L. Howsam, 1590 kc.

New Fm Stations

ACTIONS BY FCC

Mt. Washington Tv Inc., Mt. Washington, N. H.—Granted cp for new Class B fm station to operate on ch. 235 (94.9 mc); ERP 8.9 kw; ant. height 3,720 ft.; subject to **John W. Guider** (10% stockholder) disposing of interest in **WMOU-FM Berlin, N. H.,** prior to commencing program tests at Mt. Washington station. Announced Sept. 26.

Herman C. Hall, Greensboro, N. C.—Granted cp for new Class B fm station to operate on ch. 254 (93.7 mc); ERP 5.8 kw; ant. 110 ft.; engineering conditions. Announced Oct. 2.

Antioch College of Yellow Springs, Yellow Springs, Colo.—Granted cp for new noncommercial educational fm station to operate on ch. 218 (91.5 mc) for low power (10 w) operation. Announced Sept. 26.

James R. Corry, Houston, Tex.—Granted cp for new Class B fm station to operate on ch. 250 (97.9 mc); ERP 10.5 kw; ant. 235 ft. Announced Oct. 2.

APPLICATIONS

San Diego, Calif.—Sherrill C. Corwin, 96.5 mc, 29.45 kw unl. P. O. address 122 S. Robertson, Los Angeles 48, Calif. Estimated construction cost $28,700, first year operating cost $25,000, revenue $25,000. Mr. Corwin, sole owner, is 10-15/16% stockholder of **KPRO Riverdale, KROP Brawley, KYOR Blythe** and **KREO Indio,** all **Calif.,** 15% stockholder of **KAKE-AM-TV Wichita, Kan.,** and applicant for various stations. Announced Sept. 30.

Miami, Fla.—Hallandale Drive-In Theatre Inc., 94.9 mc, 16.9 kw unl. P. O. address Box 278, Hallandale, Fla. Estimated construction cost $29,740, first year operating cost $7,500, revenue $5,000. Owners are **Sherwin Grossman** (95%) and **Janice C. Grossman** (5%). Mr. Grossman has theatre interests. Announced Sept. 26.

Existing Fm Stations

CALL LETTERS ASSIGNED

WILY Kenmore, N. Y.—Western New York Bcstg. Co., 103.3 mc. Changed from WXRC.

WRFM New York, N. Y.—Long Island Bcstg. Corp., 105.1 mc. Changed from WWRL-FM.

WBKW Beckley, W. Va.—Joe L. Smith Jr. Inc., 99.5 mc. Changed from WJLS-FM.

Ownership Changes

ACTIONS BY FCC

KAFP Petaluma, Calif.—Granted assignment of license to **Broadcast Associates Inc. (W. Shelby Oliver,** president); consideration $75,000. Announced Sept. 26.

KOVR (TV) Stockton, Calif.—Granted transfer of control from **H. L. Hoffman** and **Terry H. Lee** to **Hudson Valley Bcstg. Co. Inc. (WROW Albany,** and tv stations **WCDA Albany, WCDB Hagaman,** both **N. Y.,** and **WCDC Adams, Mass.,** and some stockholders have interests in **WTVD Durham, N. C.**); consideration $1,222,808 plus or minus certain adjustments. Comr. Bartley voted for 309 (b) letter. KOVR operates on ch. 13. Announced Sept. 26.

KHUB Watsonville, Calif.—Granted assignment of license to **Francis T. Crennan;** consideration $59,400. Announced Oct. 2.

WTMC Ocala, Fla.—Granted assignment of license to **WTMC Inc. (R. H. Gunckel Jr.,** president); consideration $125,000. Announced Oct. 2.

WSYL Sylvania, Ga.—Granted assignment of license from **Robert H. Thompson** to **Edwin H. Bass,** tr/under same name; consideration $45,000. Announced Oct. 2.

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KEOK Fort Dodge, Iowa—Granted assignment of license to **American Bcstg. Stations Inc.** (licensee of **WMT Cedar Rapids**; various officers have interests in **WMT-TV Cedar Rapids**; **KMXR Denver**, and **KJBS San Francisco**); consideration $155,000. Announced Sept. 26.

WKLK Cloquet, Minn.—Granted (1) renewal of license and (2) relinquishment of positive control by **Richard A., Dorothy R.** and **Charles R. Rall**, as a family group, through sale by **Richard A. Rall** of 48.45% stock to **Harry Newby, Walter F. Stock, Frank Benkoski** and **Parker Childs**; consideration $6,500. Announced Oct. 2.

WMID Atlantic City, N. J.—Granted (1) renewal of license and (2) transfer of control from **Richard Endicott** to **David H. Freedman** (present officer, director and minority stockholder); consideration $9,600 and 5-year contract as consultant at $7,500 per year. (Chairman Doerfer abstained from voting.) Announced Sept. 26.

WGR-AM-TV Buffalo, N. Y. — Granted assignment of licenses to **Transcontinent Television Corp.** (licensee of **WROC-TV Rochester, N. Y.**, and 50% interest in **WSVA-AM-FM-TV Harrisonburg, Va.**); merges assignor into assignee through stock transaction. Comr. Bartley abstained from voting. WGR-TV operates on ch. 2. Announced Sept. 26.

WROC-TV Rochester, N. Y.—Granted acquisition of positive control by **Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV, David G. Forman, Seymour H. Knox III, Seymour H. Knox** and **Northrup R. Knox** through exchange of 5,000 shares (50%) of Class A common stock for like number of shares of Class B common stock by **General Railway Signal Co.** Comr. Bartley abstained from voting. Announced Sept. 26.

WSRC Durham, N. C.—Granted assignment of license to **Carolina Radio Inc. (Robert A. Monroe**, pres.; 50% owner of **WAAA Winston-Salem**); consideration $100,000. Announced Sept. 26.

WTVD (TV) Durham, N. C.—Granted transfer of control from **Durham Television Co. Inc.**, to **Hudson Valley Bcstg. Co. Inc.**, stock transaction to merge **Durham Television Co. Inc.**, into **Hudson Valley Bcstg. Co.** Comr. Bartley voted for a 309(b) letter. WTVD operates on ch. 11. Announced Sept. 26.

WEYE Sanford, N. C.—Granted transfer of control from **W. L. Simmons**, et al., to **Dallas L.** and **Martha H. Mackey**; consideration $19,400 for 73.76%. By letter, denied request by **Waldo W. Primm** to designate application for hearing, but pointed out that this action does not constitute a determination of issues existing in the controversy arising out of contract alleged by Primm. Announced Oct. 2.

KNDC Hettinger, N. Dak.—Granted acquisition of positive control by **D. J. Shults** through stock transfer from **Lyle Markegard** and **Arnold Adsem**. Announced Sept. 26.

WJAS-AM-FM Pittsburgh, Pa.—Granted assignment of licenses to **National Bcstg. Co., Inc.** (100% owned by **RCA**); consideration $725,000; action is without prejudice to whatever action the Commission may deem appropriate at such time as presently pending anti-trust actions involving RCA and NBC may be terminated. NBC is licensee of **WRCA-AM-FM-TV New York, N. Y.**; **WRC-AM-FM-TV Washington, D. C.**; **WQAM-AM-FM** and **WNBQ (TV) Chicago, Ill.**; **KNBC-AM-FM San Francisco, Calif.**; **WRCV-AM-TV Philadelphia, Pa.**; **WRCA (TV) Los Angeles, Calif.**; has cp for **WBUF (TV) Buffalo, N. Y.**, and through a subsidiary, operates **WKNB** and **WNBC (TV) New Britain, Conn.** Consequently, NBC will own 7 am, 5 fm and 7 tv (5 vhf and 2 uhf) stations. Comrs. Bartley and Lee voted for a 309(b) letter with Comr. Bartley issuing a dissenting statement. Announced Sept. 26.

KLYN Amarillo, Texas—Granted assignment of license to **E. Boyd Whitney** and **Arthur Leroy Nichols, d/b as Nichols-Whitney Bcstrs. (Mr. Whitney** has interest in **KLOS Albuquerque, N. Mex.**); consideration $76,000. Announced Oct. 2.

KXLE Ellensburg, Wash.—Granted transfer of control from **Goodwin Chase Jr.**, and **Joseph B. Kendall** to **Willis R. Harpel** and **Stephen C. Wray**; consideration $80,000 subject to adjustments. Announced Sept. 26.

KREM-AM-FM-TV Spokane, Wash.—Granted assignment of licenses to **KREM Bcstg. Corp. (Dorothy S. Bullitt** 40% and **King Bcstg. Co.** 60% voting stock; **KING-AM-FM-TV Seattle**, and interest in **KGW-AM-TV Portland Ore.**); consideration $2,000,000. By letter, denied petition by **Television Spokane Inc.**, to designate application for hearing, but pointed out that action does not constitute a determination of issues existing in controversy arising out of the contract alleged in the petition. Comr. Bartley voted for a 309(b) letter; Comr. Mack absent. **KREM-TV** operates on ch. 2. Announced Sept. 26.

WFMR (FM) Milwaukee, Wis.—Granted acquisition of positive control by **James G., Clifford H., Sheila** and **Ann Baker** through stock purchase from **Hugo Koeth Jr.** and **Albert Weiss**. Announced Sept. 26.

APPLICATIONS

KRTU Tucson, Ariz.—Seeks assignment of license from **Associated Bcstrs. of Tucson** to **Associated Bcstrs. of Tucson Inc.** Corporate change. No control change. Announced Sept. 25.

Longmont, Colo.—Seeks assignment of license from **Radio Station KLMO** to **Arline Hodgins Steinbach** for $63,000. **Arline Steinbach** is former owner and general manager of **KBMO Benson, Minn.** Announced Sept. 25.

WDAX McRae, Ga.—Seeks assignment of cp from **Radio Telfair** to **Radio Telfair Inc.** Corporate change. No control change. Announced Sept. 26.

WREX-TV Rockford, Ill.—Seeks transfer of control from **Greater Rockford Television Inc.** to **Continental Television Corp.** for $2,850,000. Continental Television Corp. is owned by **Lester Townes (Bob) Hope** (50%), **Albert Zugsmith** (25%), **Arthur B. Hogan** (10%) and **Ashley L. Robison** (15%). Mr. Hope is 40.37% stockholder of **KOA-AM-TV Denver, Colo.** Mr. Zugsmith is 37.5% stockholder of **KVSM San Mateo, Calif.**, 25% stockholder of **KULA-AM-TV Honolulu, Hawaii**, 17.5% of **KSHO Las Vegas, Nev.**, 17.5% of **KBMI Henderson, Nev.**, 9% of **KBYE Oklahoma City, Okla.**, 55.57% of **KRKD-AM-FM Los Angeles, Calif.**, 55.57% of **KITO San Bernardino, Calif.** Mr. Hogan is 25% owner of KULA-AM-TV, 18% shareholder of KBYE, owner of **KFOX Long Beach, Calif.**, 18% shareholder of KSHO-TV and KBMI. Mr. Robison is 75% owner of **KOVO Provo, Utah**, 25% owner of **Southern Calif. Bcstrs. Inc.**, 9% owner of **Great Empire Bcstg. Corp., Oklahoma City, Okla.** Announced Sept. 27.

WCSI Columbus, Ind.—Seeks assignment of license from **Syndicate Theatres Inc.** to **White River Bcstg. Co.** for $150,000. White River Bcstg. is owned by **The Findlay Publishing Co.**, licensee of **WFIN-AM-FM Findlay, Ohio.** Announced Sept. 26.

KPIG Cedar Rapids, Iowa—Seeks acquisition of positive control of licensee corp. by **John C. Kelly, Lennon Kelly, Dr. A. H. Kelly** and **James I. Mitchell** through purchase of 405 shares of stock by the licensee **(Cedar Rapids Bcstg. Corp.)** from **Dakota County Realty Corp.** Corporate change. No control change. Announced Sept. 26.

WWXL Manchester, Ky.—Seeks transfer of control of licensee corp. from **Clifford Spurlock** to **Roy A. Redmond, J. L. Tigue** and **Cecil Corum** by various stock purchases. Owners are **J. L. Tigue** (23.6%), **Cecil Corum** (16.7%), **Frank Nolan** (15%), **Roy A. Redmond** (9%) and others. Mr. Tigue is attorney and banker; Mr. Corum is garage owner; Mr. Nolan is publisher, and Mr. Redmond has had mining interests. Announced Sept. 26.

WVDA Boston, Mass.—Seeks transfer of control of licensee corp. from **Victor C. Diehm, Mrs. Hilda M. Deisroth, George M. Chisnell** and **Kathryn E. Kahler** to **Great Trails Bcstg. Corp.** for $252,500. Great Trails Bcstg. Corp. is owned by Charles Sawyer. Mr. Sawyer owns **WING Dayton, Ohio**, is majority stockholder of **WIZE Springfield, Ohio**, 20% stockholder of **WCOL Columbus, Ohio**, owner of **WKLO Louisville, Ky.** Announced Sept. 26.

KMOX-TV St. Louis, Mo.—Seeks assignment of cp from **Columbia Bcstg. System Inc.** to **220 Television Inc.** (contingent on grant of **KWK-TV**, filed simultaneously, see below). 220 Television Inc. is owned by **Harold Koplar** (64-2/7%), **Lillian Koplar Shenker** (21-3/7%) and **Arthur A. Blumeyer** (14-2/7%). Mr. Koplar has hotel and drug interests; Lillian Koplar Shenker has various business interests, and Mr. Blumeyer has insurance and banking interests. Announced Sept. 30.

KWK-TV St. Louis, Mo.—Seeks assignment of license and cp from **KWK Inc.** to **Columbia Bcstg. System Inc.** for $2,440,000 subject to adjustments on closing date. Other CBS-owned stations include **WCBS-AM-FM-TV New York, N. Y., KNX-AM-FM, KNXT (TV) Los Angeles, Calif., WBBM-AM-FM-TV Chicago, Ill., KCBS-AM-FM San Francisco, Calif., KMOX-AM-TV St. Louis, Mo., WEEI-AM-FM Boston, Mass., WXIX (TV) Milwaukee, Wis., WHCT (TV) Hartford, Conn.** Announced Sept. 30.

KWEB Rochester, Minn.—Seeks assignment of license from **Rochester Bcstg. Co.** to **Rochester Music City Inc.** Corporate change. No control change. Announced Sept. 26.

KBMI Henderson, Nev.—Seeks assignment of license from **Television Co. of America Inc.** to **KBMI Inc.** Corporate change. No control change. Announced Sept. 26.

WHFI (FM) Newark, N. J.—Seeks assignment of license from **Fidelity Radio Corp.** to **Du Mont Bcstg.** for $40,000. Du Mont Bcstg. is the licensee of **WNEW** and **WABD (TV) New York, N. Y.**, and **WTTG (TV) Washington, D. C.** Announced Sept. 25.

WXRA, WXRC (FM) Kenmore, N. Y.—Seeks assignment of license from **Western New York Bcstg. Co.** to **John W. Kluge.** Corporate change. No control change. Announced Sept. 25.

WBFM (FM) New York, N. Y.—Seeks transfer of control of license corp. from **Muzak Corp.** to **Wrather Corp.**, for $4,175,000. Wrather Corp. is owned by **J. D. Wrather Jr.** (46%), **John L. Loeb** (45%) and others. Mr. Wrather is 38.895% stockholder of **KFMB-AM-TV San Diego, Calif., KERO-TV Bakersfield, Calif.**, and has less than 2% interest in **DuMont Bcstg. Corp.**, licensee of **WABD (TV) New York, N. Y., WTTG (TV) Washington, D. C.**, and **WNEW New York, N. Y.** Mr. Loeb owns less than 1% of DuMont Bcstg. Corp. Announced Sept. 30.

WOOW New Bern, N. C.—Seeks assignment of license from **Radio New Bern Inc.** to **WBOF-TV Inc.** for $15,000 and certain promissory note. WBOF-TV Inc. is owned by **J. Leo Hoarty Jr., J. Sidney Banks, J. P. Sadler** and **W. W. McClanan Jr.** (each 25%). Each of these own 19.48% of **WBOF Virginia Beach, Va.** Announced Sept. 26.

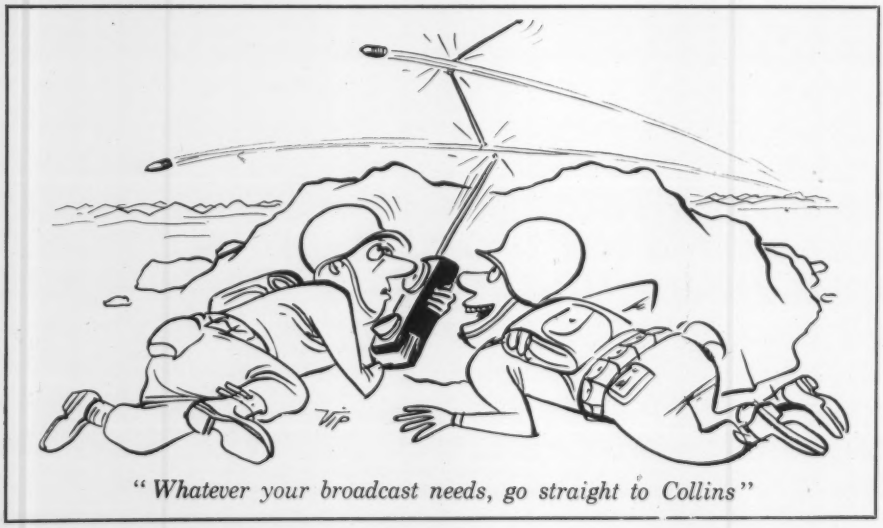
WBCB Levittown-Fairless Hills, Pa.—Seeks assignment of cp from **Drew J. T. O'Keefe, Jack J. Dash** and **William F. Waterbury** to **O'Keefe Bcstg. Co. Inc.** Corporate change. No control change. Announced Oct. 1.

KQV Pittsburgh, Pa.—Seeks transfer of control of licensee corp. from **Earl F. Reed** and **Irwin D. Wolf Jr.**, voting trustees to **American Bcstg.-Paramount Theatres Inc.** for $700,000. Other owned or partially owned AB-PT stations include **WXYZ-AM-FM-TV Detroit, Mich., WLS Chicago, Ill., WABC-AM-FM-TV New York, N. Y., WENR-FM, WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, Calif., KABC-AM-FM-TV Los Angeles, Calif.** Announced Oct. 1.

WRAW Reading, Pa.—Seeks transfer of negative control of licensee corp. from **John F. Steinman** to **Mrs. Shirley W. Steinman, Mrs. Shirley S. Sidman, Alan N. Sidman, Clair R. McCollough, I. Z. Buckwalter, D. R. Armstrong**, and **W. W. Shenk** as **Trustees of the John Frederick Steinman Foundation.** Announced Sept. 30.

KETX Livingston, Tex.—Seeks assignment of license from **Harold J. Haley, Robert M. Sutton** and **Donald L. Gulihur** d/b as **Polk County Bcstg. Co.** to Harold J. Haley tr/as Polk County Bcstg. Co. for $500. Announced Oct. 1.

WCFV Clifton Forge, Va.—Seeks transfer of negative control of licensee corp. from **E. T. Nicely** and **Hazel Jane Nicely** to **C. H. Lawler** and **Joseph William Lawler** at a par value of $100 for preferred stock. Announced Sept. 25.



"Whatever your broadcast needs, go straight to Collins"

Routine Roundup

ACTIONS BY FCC

CHIEF, BROADCAST BUREAU, DELEGATED AUTHORITY TO DECLARE INACTIVE CONSTRUCTION PERMITS FORFEITED

By order, Commission amended Sec. 0.241 of its rules delegating authority of Chief of Broadcast Bureau by adding new sub-section, extending such authority, to read: "To declare construction permit for a broadcast facility automatically forfeited if station authorized by construction permit is not ready for operation within time specified therein or within such further time as Commission may have allowed for completion, and no application for extension of construction permit has been granted by Commission or timely filed by permittee, and to place notation of forfeiture in records of Commission as of expiration date of construction permit." Comr. Ford abstained from voting.

continues on page 115

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting • Telecasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expresaly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

WFCR, Fairfax, Va., expanding with new station going on air Warrenton, Va. Need staff men and sales force. Only livewires considered.

Our manager has bought his own radio station. He is taking our continuity man with him. One engineer-announcer is leaving for electronics school. We need one good manager, preferably from the southwest area, at a good salary and bonus with a limited stock purchase plan. We also need one continuity writer and one engineer-announcer to replace good man we hate to see leave us. Address all inquiries to Donald S. Bush, 216 Booker Building, Artesia, New Mexico. No phone calls please.

Broadcast teacher wanted to teach broadcasting or FCC license course or both. Give complete background and salary expected. Pathfinder School of Radio & Television, 737 11th St., N. W., Washington 1, D. C.

Management

Selling manager wanted, $10,000 yearly plus bonus, top central California radio station. Must be experienced, proven ability. Send photo, full particulars. Box 481B, B•T.

Experienced manager interested in making limited investment in corporation operating regional station on the air one year. Excellent market. Located in midwest. Offering possibilities to aggressive, solid salesman who wants to work. Give qualifications in first letter. Box 498B, B•T.

Excellent opening for hardhitting sales manager on fulltime 250 local. Excellent market town of 30,000. Can progress to station manager. Furnish complete details in confidence. Box 521B, B•T.

Commercial manager. Good Salary plus commission for go-getter. Must be able to produce. Enterprising station in Tidewater area. WDDY, Gloucester, Va.

Sales

Experienced salesman wanted by daytime kilowatt near Chicago with night time application pending. $400 monthly guarantee against 15 per cent. Protected account list and territory. Bonus plus other fringe benefits. Personal interview necessary. List age, education, experience in detail. Box 250B, B•T.

Fourth largest market on west coast needs high caliber salesman with plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Salesman: Capable of future management. Leading independent in Detroit. Good guarantee, plus every benefit. Box 340B, B•T.

Salesman-announcer wanted. Central Illinois network station. Good future. Salary plus draw against commission. Box 426B, B•T.

A real opportunity for aggressive self-starter. Must be able to sell and service against competition with sincere honest approach. $6500 guaranteed, additional $3000 or $4000 possible first or second year. Good accounts right at start. Station covers sales expenses. Michigan network affiliate. Box 494B, B•T.

Southwest radio station desires man with proven sales ability to be added to radio sales staff. Some announcing. Good opportunity for advancement. Must be sober, willing to work, and easy to get along with. Station is long established one, dominant in its area, with four other stations serving same area. Write Box 499B, B•T.

Are you interested in making more money? Booming suburban market. One hour from New York. No limit on earnings. Send full information. Box 513B, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

A top Rio Grande Valley indie kw has exceptionally good deal for salesman who can produce. Excellent winter resort and recreational area. KIRT, Mission, Texas.

Help Wanted—(Cont'd)

Sales

Salesman with management potential wanted for growing organization. We want a hustler in late twenties or early thirties, primarily a shoeleather salesman but capable of developing ideas and directing others. A good living income to start and a sound future for the right man. Start as a salesman; become sales manager within 6 months. Contact Hal King, KBTM, Jonesboro, Arkansas.

Salesman. Opportunity unlimited, full-time traveling absolute must, highest integrity, self-starter and ambitious, earnings unlimited, territories open. Write complete background with picture. Management Counselors, 111 Amherst Dr., S. E., Albuquerque, New Mexico.

Announcers

Kilowatt independent near Chicago wants experienced staff announcer who also has beat experience gathering and writing news. Personal interview necessary. Give age, education, detailed experience in resume. Box 251B, B•T.

Pennsylvania chain needs experienced announcers. Good working conditions, 40-hour week, paid vacation, time and half, $85 a week. Minimum one-year experience necessary. Excellent opportunities for advancement to executive position. Send tape, with news, commercials, and sample music program, plus resume and photograph. Box 274B, B•T.

Immediate opening for good, experienced announcer with showmanship. $100 per week. Central Nebraska. Excellent working conditions. Box 428B, B•T.

Florida top-notch pop DJ. $100 week to start. Additional income by selling. Send tape, resume, references first letter. Box 441B, B•T.

DJ for major Ohio market. Must be a live radio personality with believable sales voice. Send tape, resume and photo. Box 471B, B•T.

Morning man with pleasant, authoritative manner. Quality not quantity of chatter. Know pops and standards. Central New England. Send full details of experience, salary wanted, and tape which will be returned. Box 514B, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

An experienced announcer will have a fine position with this new daytimer independent. Prefer qualified single man. Rush audition tape, recent photo, complete resume. Si Willing, KMAR, Winnsboro, La.

Immediately! Announcer-salesman or maintenance. Start seventy-eight dollars weekly, $340 per month plus commissions, talent, extras, good housing living, phone KPRK, Livingston, Montana.

Announcer-writer new independent station beautiful high country eastern Arizona. Popular music, news, sports. Immediate opening. Air mail tape, resume, photo, KVWM, Show Low, Arizona.

Two staff announcers, one with 1st class ticket, for 5000 watt independent. Good working conditions. Paid vacation. Profit-sharing plan. Air conditioned studios. Excellent opportunity for reliable, stable man who likes good radio. WCOJ, Coatesville, Penna.

Morning D.J. with independent good music station. No rock & roll. Good voice with tight production. Immediate opening. WHIY, Ft. Gatlin Hotel, Orlando, Florida.

Florida station with 5000 watts needs experienced announcer. Southern man preferred. Send short tape, picture and complete history to S. O. Ward, WLAK, Lakeland, Florida.

Can you read well? If so, and have friendly voice, like well balanced music, shows; prefer keeping chatter to pleasant minimum; enjoy hourly newscasts; like to do things right instead of easiest way; we would be delighted to hear from you. To save time, send along resume and tape, WMIX, Mt. Vernon, Ill.

Help Wanted—(Cont'd)

Announcers

Going independent, need two experienced announcers, one specializing in news. Salary $80 up, depending on experience. Tape, references, photo first letter. WMSC, Columbia, S. C.

Outstanding dj and production man to make top-rated independent even better. Can use combo man too. Guarantee $100 plus. WRRR, Rockford, Illinois.

If you enjoy reading hourly newscasts with a program format that features sweet music with minimum use of voice and have first phone ticket, then these newspaper owned am and hi-fi fm stations would like to hear from you. Call collect or write Fred Gresso, WRSW, Warsaw, Indiana.

Our top announcer-salesman must leave us. Has averaged $130 weekly past three years. Are you **PD caliber? A bright, mature, permanent air personality? Want to sell and service your own accounts in small, friendly, fast-growing south Florida resort area? Send tape, qualifications to WSTU, Stuart, Florida.**

Wanted: Announcer with first class ticket for large Alabama market. Station is 5000 watt ABC affiliate. Good pay, good security, and excellent facilities. Apply to: Ed Carrell, Box 32, Guntersville, Alabama.

Announcer for music, news, sports station. Opening two weeks. Air mail tape, qualifications to Maurice K. Henry, Middlesboro, Ky.

Technical

Chief engineer for Pennsylvania operation. Maintenance and repair experience essential. Construction experience an advantage. Prefer married man seeking permaneney. Up to $125 weekly to start. Car necessary. Send resume and photo. Box 275B, B•T.

Experienced radio transmitter engineer for Corpus Christi station. Box 331B, B•T.

KUSH, Cushing, Oklahoma 1000 watt daytime needs chief engineer, short announcing shift, salary plus apartment and utilities. Reply Box 791, Cushing, Oklahoma.

Engineer—First class man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

Engineer, Radio and television. Young man, first phone, ambitious, with small station experience and electronic flair, technical school or equivalent background preferred; married; veteran; stable and dependable, with good references; one who wants a permanent berth. Scale starts at $80 for 40 hours. Salary commensurate with experience and ability. No announcing. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

Immediate opening, first phone operator. WSYB, Rutland, Vermont.

WLBC Muncie, Indiana has opening for engineer with 1st class license in combined radio/tv operations. Wage scale, group insurance and other benefits. Send resume and snapshot to: Patrick S. Finnegan, Chief Engineer.

Engineer or combo man wanted immediately at WVOW, 5000 watts, Logan, W. Va. Call 2356, Logan.

Needed, first phone, immediately, will consider beginner. Light maintenance, some announcing. Expanding operation. Call Manager, Weston 1555, Weston, West Virginia.

Production-Programming, Others

Newsman-experienced. Gather, write, broadcast news. Top-rated midwest indie. Send tape, photo, background. Box 231B, B•T.

Continuity girl who can write good, clean, selling copy. Send samples, photo, background. Box 232B, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Promotion man for major Ohio market with lots of imagination and aggressiveness, and drive to execute his ideas, one who can also rewrite and do newscasts. Send resume and photo. Box 472B, B•T.

Office manager-bookkeeper. Fine opportunity for girl with experience. Box 491B, B•T.

Wanted, girl familiar with copy and traffic for midwest regional station. Qualifications in first letter. Box 497B, B•T.

Copywriter girl capable of good selling copy. Must have ideas. Send personal and professional resume plus salary requirements in first letter. Michigan net affiliate. Box 503B, B•T.

RADIO

Situations Wanted

Management

Is your station suffering because of absentee ownership? Aggressive radio management available with capital to invest. Write Box 940A, B•T.

Manager, assistant manager or sales manager. Seventeen (17) years experience in radio and television in above listed capacities, and as radio and television director for one of the country's largest regional advertising agencies. thoroughly conversant with all phases of radio, television and agency operation. Exceptionally strong on programming and promotion which builds ratings, and sales methods which achieve lasting results. Young (38), aggressive and intelligent, properly balanced with dignity, humility and discretion. Devoted family man with active civic interests. Prefer low-rated, hard-to-sell major market radio station that needs help, but not a "shoe-string" operation. Interested only in opportunity to earn upwards of $25,000.00 yearly. Presently earning over $30,000.00 yearly in connection of more than 10 years in major market. Write Box 492B, B•T.

ANNOUNCERS—
Need More Money?

Then, get your F.C.C. First Phone!

Add a first class F.C.C. license to your earning ability. This license is your ticket to higher pay and greater security in radio and television broadcasting. Stations are eager to hire licensed announcers as combo men.

Grantham Training

Grantham Schools, located in Washington, D. C., and Hollywood, Calif., specialize in F.C.C. license training. You are trained quickly and well. All courses begin with technical fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

Correspondence or Resident Classes

The Grantham F.C.C. License Course is available by correspondence or in resident classes. Both types of courses are offered at Washington and Hollywood. Write to either location for a free booklet describing this training.

MAIL TO SCHOOL NEAREST YOU.

Grantham Schools, Desk 14-C

821 19th Street N.W. Washington 6, D. C. **OR** 1505 N. Western Ave. Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name _____

Address _____

City _____ State _____

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Management

Energetic young man seeking advancement to assistant manager—manager of small am-tv station. Seven years broadcast experience, all phases. Box 445B, B•T.

Manager-station sold, new owner to manager, present earnings in five figures, in major market. Young, aggressive, strong on sales. Box 506B, B•T.

Vacation now in San Francisco! Interview a top promotion man now employed in highly competitive west coast market! Box 523B, B•T.

Sales

Young man with ideas, energy, seeking radio-tv sales position. Seven years experience in all phases of radio-tv. Good announcer, air personality. Box 444B, B•T.

Announcers

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Twelve years in Canadian top metrop. station. Newscaster. Deejay. Strong commercials. Have visa. Florida bound. Start $125. Box 412B, B•T.

Young man, 2½ years, wants south, available immediately, wants good station, intends staying. Box 466B, B•T.

Deejay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tape and resume, Box 468B, B•T.

Negro deejay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 469B, B•T.

Gal deejay, run board, double as recep. if needed. Plenty of ideas to grab audience. Tape and resume. Box 470B, B•T.

Looking for the best in "night" men, news delivery, straight commercials? 1st ticket, good music expert. Box 421B, B•T.

Two screwball air salesmen; not announcers, currently enjoying top ratings in town of 120,000. One with first phone, desire to locate in Washington, Oregon, California or Texas. Consider others. Must be given free hand. Want good salary—we're worth it. No penny pinching stations need apply. If you have good operation, write Box 478B, B•T.

Announcer, family man, 10 years experience desires announcer-sales or announcer-program director position. Eastern location preferred, but not imperative. Box 485B, B•T.

Announcer—dj—program manager. No top 40. 5th year in radio. All phases. 1st phone. 1½ years tv. 31. Southwest border and west coast preferred. Box 489B, B•T.

Experienced announcer, better than average performer for better than average station, 1st ticket, 40 hr. week only. Available immediately. Box 490B, B•T.

Have car! Will travel! Single, sober, serious, deep voice mature announcer. Program director, traffic. Pleasant personality. News, commercials, board and third class ticket. Box 493B, B•T.

First phone, experienced, proven dj, news, maintenance, etc. Available N. Y., New Jersey, Conn. area. Box 495B, B•T.

Pop disc jockey who knows tomorrows hits from the misses. First phone, 27, single, employed, three years experience, references. Will travel if your situation merits. Willing to learn sales. Station with music-news format only. Box 500B, B•T.

Do not have two heads! Am not money mad! Do not use glib or rhyming intros. Just want good job for good announcer. Three years experience, married, love my wife and child . . . and radio too. Box 501B, B•T.

Experienced combo-announcer, 1st ticket, adept at delivering news (and anything else) and writing it, would like opportunity to learn how to gather it under expert tutelage. Box 504B, B•T.

Veteran announcer-pd-sportcaster, newsman. Settled, sober. Top hillbilly personality with four different voices. Now employed. Prefer Florida, N. C., S. C. Best references. Box 508B, B•T.

Attention Florida, Arizona, New Mexico, and California stations. Versatile dj-salesman, married, sober, reliable, experienced, employed, seeks change for more change. Box 510B, B•T.

Versatile negro disc jockey, with references and five years experience. Has worked all markets. Personal 10,000 record library. Free to travel. References. All replies confidential. Box 512B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Good ambitious announcer. Two years staff experience. Car, handle board. Box 516B, B•T.

Age 29, four years experience, interested mainly in newscasting. Box 517B, B•T.

Girl personality. Desires dj position. Experience, college graduate. Will travel. Box 518B, B•T.

2 years experience. Strong music, Basie to Beethoven. News, write continuity and copy. Tops on board. Box 525B, B•T.

Experienced staff announcer. Single. Veteran. Go anywhere. Bob Cohen, 234 Crescent St., New Haven, Conn. UN 5-3528.

Indiana, Illinois! First class announcer with first phone desires to return home. 12 years experience announcing and sales. Little maintenance experience. Wife, one child. Salary $125 per week. Phone Lee Kennedy, Winchester, Tennessee, Woodlawn 7-3170, after 2:00 p.m.

DJ radio school graduate, experience limited. New ideas, tops on commercials. Will travel. 23 years. Veteran. William A. Manton, 9 Gavin Way, Apt. 523, South Boston 27, Mass.

Announcer, 1st phone, prefer directional, will consider routine maintenance, no repairing, $85, no car. BE 7-6721 after 6 p.m. Walter Piasecki, 2219 N. Parkside, Chicago, Ill.

Technical

Experienced combo, presently chief, adequate announcer, good maintenance, construction, ham, married, 23, prefer position near university, $500. Box 419B, B•T.

Do you need a first class engineer with years of experience? I am available immediately. Box 483B, B•T.

Combo-chief, 10 years broadcasting, top man remote control, construction, maintenance. Announce anything but play-by-play. Good references. Married, 28, veteran, college, ham. Relocating Feb. 1958. Best offer over $125. Box 484B, B•T.

First phone man with four years experience in radio and television broadcasting. Last two years in tv. $75.00 per 40 hours minimum. Ben Louie, P. O. Box 78, Cloverdale, Indiana.

Experienced first class engineer. Married. Excellent references. Progressive station anywhere. Everett Nelson, 2939 Morgan North, Minneapolis, Minnesota.

Production-Programming, Others

Veteran newsman. Over 15 years editing, telephone reporting, rewrite and air; national recognition for regional operations, wants challenging position Florida or coastal southeast. August earnings over $800. Box 435B, B•T.

Announcer-P.D. with 10 years experience, extensive play-by-play included. Last six years in top Phila. area outlet. Box 486B, B•T.

Announcer-salesman; can write copy, program, do sports play-by-play, dj all types of music, 4 years experience, married, responsible, sober, 29, employed, seeking position with future. Box 509B, B•T.

Former announcer, fine journalistic background. Currently writing national newscast segment. Desires job writing continuity Washington, D. C. area. Available two weeks. Box 522B, B•T.

Copy samples and references from western and mid-western stations will prove this guy's copywriting ability. Broadcast school trained. Four years experience. 6 months tv. Have car. Go anywhere. Wire or air mail L. Greene, P. O. Box 686, Great Falls, Montana.

Recent graduate, male, 32, single, desires opportunity with station as copywriter and newscaster. Good typist, quality voice. Jack Lambert, 3400 Pate Dr., Ft. Worth, Texas. Je-55723.

TELEVISION

Help Wanted

Announcers

Opening for top-flight announcer strong on news and commercials. VHF. NBC-TV affiliate, southwest. Permanent. Good salary. Consider radio announcer wanting move into television. Send tape, snapshot, resume and present earnings. Box 434B, B•T.

Live tv and booth announcer wanted. Must be available for personal interview. Send picture and tape first to Doug Sherwin, KGLO-TV, Mason City, Iowa.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced tv announcer with good commercial delivery and ad-lib ability. Prefer man who can double as director. Air mail complete resume and salary requirements to PD, KOMU-TV, Columbia, Mo.

Have opening for good on-camera announcer capable of selling for our advertisers. Want man who can and will aid in production and other tv activities at small but fulltime station. Write or call giving full details to Richman Lewin, KTRE-TV, Channel 9, NBC, Lufkin, Texas.

Announcer for mid-west television station. TV experience helpful but not absolutely necessary. Must have radio background. Send full details, with recent photo, to Program Director, Post Office Box 470, Rockford, Illinois.

Technical

Two engineers needed by gulf coast vhf. Box 330B, B•T.

Immediate openings for several experienced engineers in long established midwest CBS radio operation expanding into TV. Send resume, references and photo first letter. Box 409B, B•T.

First class engineer for tv transmitter, experience not essential. Living quarters available at the transmitter, company supplies skis. Call or write Chief Engineer, WCAX-TV, Burlington, Vermont.

Wanted—Young energetic engineer for television and radio operation and maintenance. WHIO-TV, Dayton, Ohio.

First phone engineer. Salary dependent on experience. Contact Chief Engineer, WTVD, Durham, N. C.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Continuity director needed! VHF station with excellent production facilities and staff! Are you a continuity director looking for a larger opportunity or a good writer ready to step up? Please send resume, photo, copy samples, expected starting salary to Box 424B, B•T.

South central basic CBS-TV station seeks production-director to be in charge of all on-air production including lighting, live commercials, programs, news, etc. from a production standpoint. Must also be able to direct some shows. Position does not include any administrative duties in the program department, which will be handled by operations manager. Leadership and ability to handle people professionally essential; dramatic background helpful. Box 438B, B•T.

Traffic director. Sharp man or woman with experience in tv to assume charge and efficiently operate traffic department of primary ABC affiliate. Salary commensurate with experience. Write details in confidence. Box 488B, B•T.

Openings for tv producer-directors. One year experience as tv director in commercial operation required. Address complete resumes to A. L. Moore, Production Manager, WBRZ-TV, Channel 2, P. O. Box 2906, Baton Rouge, La.

TV copywriter for large eastern basic network station. Experience in television or agency copy writing preferred. Contact Traffic Manager, WXEX-TV, Petersburg, Va.

TELEVISION

Situations Wanted

Management

Experienced sales manager wants permanent position with southwestern vhf as manager or sales manager. Excellent record, 14 years experience all phases broadcasting. Good character and ability references. Family man, active in community affairs. Box 487B, B•T.

Operations manager large NBC vhf affiliate desires relocation. For full particulars write Box 515B, B•T.

Sales

Sales/management. Responsible, experienced, 10 years operating, selling, in two markets, both tv/am. I've been hiring, probably know your requirements. Assume major responsibilities from the beginning. Now working, income static. Family, mid thirties. Interested any section. Box 474B, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Sales

Shopping??? Don't answer. Seriously need experienced tv sales manager with proven record? Write Box 526B, B•T.

Announcers

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, B•T.

Announcer—five years radio, limited tv. Want fulltime tv with radio. Box 453B, B•T.

Production-Programming, Others

Program director-producer-director. Live television and films. Twelve years all phases programming-production. Stations and advertising agencies. Will relocate. Top credits and references. Box 414B, B•T.

Talented, versatile announcer, director-switcher, air personality, seeking new opportunity. Consider all localities. Presently employed. Box 443B, B•T.

Film director and camera: Presently employed in south, desires relocation north. Box 473B, B•T.

Experienced all phases radio-television. Production, program, film, director. Administrative and business ability. Married, family. Excellent references. University BA Degree Radio. Desire change with top television future. Box 475B, B•T.

Producer-director presently at Chicago tv station with nine years experience in radio-television—3 years as radio station manager—desires new post in television administration and programming. Box 496B, B•T.

Program manager-producer-director-writer. Nine years active tv & film experience. Network commercial credits. Proven executive and creative ability. Highest references. Presently employed; desire to relocate with right station or agency. Box 511B, B•T.

Former tv program director and promotion manager. Been in own business two years, desires back in tv. Age 29, married, BS Degree. 9 years experience radio, 5 years tv. Also have been tv newsman—desire permanent location. Available immediately. Box 527B, B•T.

FOR SALE

Stations

California! Big market kilowatt. $65,000 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

500 watt daytime independent station in California one-station town. Asking $35,000.00 with $20,000.00 down. Must sell. Box 301B, B•T.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. **Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.**

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

Ampex model 400 portable, presently in operation at professional recording studio. Best offer over $400.00. Box 365B, B•T.

5 kw DuMont UHF transmitter, complete, ready for operation with power supply, control console, 440 ft. waverguide. Used only six months. Best offer by October 14th takes all. Box 465B, B•T.

Patrician four-way speaker system by Electro-Voice. Will sell or trade for Ampex Stereo machine. Box 476B, B•T.

Tape recorders, in good condition. Ampex Series 400, $375; two RCA, $150 each; Magnecord Voyager, $200; two PT-6-AH with PT-6-J amplifiers/cases, $300 each; two PT-63-AH with PT-63-J amplifiers/cases, $400 and $450; three PT-6-M tape transports, $75 each. Box 480B, B•T.

FOR SALE

Equipment—(Cont'd)

RCA OP5 four channel remote amplifier, battery or ac pack operation. Excellent. $140 FOB. Box 507B, B•T.

GR-731 modulation monitor $200.00; Western Electric 55A line equalizer $50.00; 119C repeating coils @ $9.00, sealed cartons 120C preamplifiers $45.00. Box 519B, B•T.

Five kilowatt broadcast transmitter. Excellent condition, must be sold due increase in power. Any reasonable offer accepted. Write immediately, Box 520B, B•T.

For sale, Gates RCM-14 remote control unit, WCVS, Springfield, Illinois.

5000 watt RCA transmitter BT5FC, 8 years old. Dan Hydrick, Manager, WGH, Norfolk, Va.

1 Gates RCM12 remote control system complete. WMTA, Central City, Kentucky.

Presto tape recorder. Professional, model RC 1014, with three-channel mixer, V. U. meter, pre-amps, power supply. 7½ & 15 I.P.S. holds 10½" reels. Excellent condition $350.00. Broadcast Coaching Associates, 1733 Broadway, New York City, Phone JUdson 6-1918.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

250 watt 300 C Collins transmitter. Extra set of tubes including crystals, installed $1200. Ben Lange, 3213 McCart, Fort Worth, Texas.

WANTED TO BUY

Stations

Individual interested in purchase or control of radio station, confidences exchanged. Medium size market. Middle Atlantic states-south. Write in confidence. Box 941A, B•T.

Stations wanted. New Mexico, Colorado, Texas, Oklahoma, Louisiana, Arkansas, Missouri, Kansas. Private service. Ralph Erwin. Broker. Box 811. Tulsa.

WANTED TO BUY

Equipment

Wanted—Western Electric 443-A-1 transmitter or parts from same. Reply Box 402B, B•T.

Wanted to buy, 10 kw fm transmitter, other fm accessories. Reply Box 467B, B•T.

Used am field strength gear in good operating condition, details first letter please. Box 502B, B•T.

Wanted: Used radio remote transmitter and receiver. Chief Engineer, WSBA, Post Office Box 910, York, Pennsylvania.

INSTRUCTION

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. **For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.**

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

F.C.C. license residence or correspondence. The Pathfinder method-short-thorough-inexpensive. For bonus offer write Pathfinder Radio Services, 737 11th St., N. W., Washington, D. C.

RADIO

HELP WANTED

Sales

3 SALESMEN
IMMEDIATELY
$100 weekly, plus commission. No experience necessary, we'll train.
Dan Hydrick, Mgr.
WGH
Norfolk, Va.

RADIO

Help Wanted—(Cont'd)

Announcers

HOW GOOD A DJ ARE YOU?

GOOD ENOUGH TO WANT TO IMPROVE YOURSELF?

Top Pacific Northwest independent interested in audition tapes of only the very best morning—mid-day—late afternoon—evening type guys. If you presently are doing any of these shifts and can prove you're the very best, send tape audition, publicity shots, background data and minimum earnings requirements. All inquiries kept confidential.

BOX 524B, B•T

WANTED:

Vibrant, experienced personality DJ with happy fluency and perfect production. We offer good money and short hours on the top-rated station in a big midwestern city. Replies are confidential. Send picture, resume and tape which will be returned.

Box 479B, B•T.

RADIO

Situations Wanted

Announcers

MERCHANDISE

One swinging, selling jockey/pd. Lots to offer. 14 successful years. Ratings: the very fattest in major, aggressive market. Business: sold out. Management coffers: bulging. My coffers: empty!! If you believe in the importance of heads-up programming, and are willing to pay commensurate with gross potential and rating improvement, for a guy who's considered tops . . . let's talk! Coasts preferred. No coffee pots, please.
P.S. TV appearance . . . like gang-busters, they tell me!

BOX 505B, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

WANT A STAR DEEJAY?

Pardon the immodesty, but for over 10 years I have held a high standing locally, regionally and nationally at KIMN, Denver. Change in program policy necessitates my leaving the station, tho' under friendly circumstances.
To station owners or manager desiring a major record show personality: Want further details?

RAY PERKINS, 1825 Willow Lane, Denver 15, Colo.

TELEVISION

Help Wanted

Sales

WANTED: Salesman and saleswoman for new UHF Television Station, WOWL-TV, Channel 15, Florence, Alabama. Guaranteed draw and commission. Conversions going fast in UHF island. Right man has the opportunity to be commercial manager, assistant manager and even manager. Modern plant facilities, excellent communities in which to live. Send all information air mail including experience, picture and minimum draw required. Experience not nearly as necessary as basic ability, enthusiasm, energy and drive.

DICK BIDDLE
P. O. Box 634
Florence, Alabama

FOR SALE

Stations

Looking toward Florida? There are **137** stations within its 830 mile stretch —equal to the distance from Chicago to Pensacola.

Save time, travel and money through the services of our Florida associate. This full time representative can assist you in planning itinerary and conducting you to sellers.

PAUL H. CHAPMAN COMPANY

84 Peachtree, Atlanta
17 East 48th, New York

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Stations

WANTED

Station that is losing investment for present owner.
Box 482B, B•T.

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N. W.
WASHINGTON 7, D. C.

INSTRUCTION

CAROLINA SCHOOL of BROADCASTING, Inc.
• *8 Month Basic Course*
• *Placement Service*
Night classes start Oct. 14
Rm. 209, Liberty Life Bldg. ED 46042
CHARLOTTE, N. C.

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

"UNIQUE PROGRAM SERVICE" INTERFERENCE PROTECTION IN AM BROADCAST RULES DELETED

By report and order, Commission finalized its proposal in Docket 11896 and abolished provisions of Sec. 182 (c) and (v) of the am broadcast rules commonly referred to as "unique service" rules effective Nov. 7.

Those sections provide that when it is shown that primary service is provided by any station beyond its normally protected contour, and primary service to approximately 90% of the population of the area between normally protected contour and contour to which station actually serves is not supplied by any other station or stations carrying the same general program service, contour to which protection may be afforded will be determined on basis of facts in each case.

Report states: "the 'unique service' rule has served little or no useful purpose since its adoption. Its provisions are too vague and indefinite to be of any assistance in filing and processing of applications for new and improved standard broadcast facilities and have prompted much uncertainty as to protection to be afforded to and by standard broadcast stations. Nor would making the rule more specific resolve difficulty since we are not aware of any satisfactory criteria for determining what constitutes 'same general program service'. We are concerned, furthermore, by fact that rule may discourage applicants and prospective applicants for new and improved am facilities by threatening expensive, time consuming hearings and may tend to persuade applicants to alter their proposals to protect established stations despite fact that watered-down proposals may render less service. For these reasons we believe that 'unique service' rule is an unsatisfactory allocation tool and should be dispensed with. We believe that this amendment will encourage establishment of more uniform, fixed allocation rules, thereby fostering a more effective and efficient am broadcast service throughout country." Chairman Doerfer dissented; Comr. Lee absent; Comr. Ford abstained from voting.

TV EDUCATIONAL RESERVATION DELETED FROM EUGENE, ORE.

By report and order in Docket 12034, Commission removed educational reservation from tv ch. 9 in **Eugene, Ore.**, making that channel available for commercial use in that city, effective Oct. 31. The proposal in this docket to reassign ch. *7, noncommercial educational reservation in **Corvallis, Ore.**, to **Eugene-Corvallis** for educational use by both cities was not adopted, since construction permit has been issued to the Oregon State Board of Higher Education for educational station **(KOAC-TV)** on this channel in Corvallis.

This is third time Commission has unreserved vhf channel—other cities were **Weston, W. Va.** (ch. 5), and **College Station, Tex.** (ch. 3), but in latter case a uhf channel was substituted. Comrs. Bartley and Mack dissented.

TV CHANNEL CHANGE

By report and order, Commission finalized rule making in Docket 11877 and amended its tv table of assignments to add ch. 2 to **Portland, Ore.**, effective Oct. 31. Portland now has chs. 6, 8, *10, 12, 21, and 27.

PROPOSED RULE MAKING TO INCORPORATE CONELRAD PLAN IN PART 4

The Commission initiated rule making to incorporate in Part 4 of its rules that part of CONELRAD plan which pertains to conduct of experimental, auxiliary, and special broadcast stations during an alert. Comments may be filed by Nov. 4.

PETITION FOR RECONSIDERATION DENIED

By memorandum opinion and order, Commission denied petition by **South Central Bcstg. Corp. (WTVK [ch. 26] Knoxville, Tenn.)** for reconsideration of May 16 memorandum opinion and order insofar as it denied WTVK's request for rule making on its proposal to delete ch. 7 from **Spartanburg, S. C.**, and assign it to both **Knoxville** and to either **Columbia, S. C.**, or **Augusta, Ga.** Comr. Bartley dissented and issued statement.

PETITION FOR TV RULE MAKING DENIED

By memorandum opinion and order, Commission denied a petition by **David E. Mackey (WOCN** [ch. 52] **Atlantic City, N. J.)** for rule making to shift ch. 3 from **Philadelphia, Pa.**, to **Atlantic City, WRCV-TV** is licensed on ch. 3 in Philadelphia.

By memorandum opinion and order, Commission denied petition by **Evansville Television Inc. (WTVW** [ch. 7] **Evansville, Ind.)** for rule making to assign 4 vhf channels to **Evansville** and make **Louisville, Ky.**, all-uhf, and alternative proposal to make Louisville a 3 vhf market and retain ch. 7 in Evansville. The first proposal would delete chs. 3 and 11 from Louisville, add them to Evansville, unreserve ch. *15 in Louisville and ch. *9 in Evansville and substitute for latter present commercial ch. 56; the second plan would add ch. 6 to Louisville by taking it out of **Indianapolis** and replacing it there with ch. 4 by deleting latter from **Bloomington.** Counter-proposals were also denied. Comr. Ford abstained from voting.

PETITIONS FOR RECONSIDERATION DENIED

By memorandum opinion and order, Commission denied (1) a petition by the **City of St. Petersburg (WSUN-TV** [ch. 38]) **St. Petersburg, Fla.**, for reconsideration of May 29 report and order in Docket 11361 (which assigned ch. 10 as "drop-in" to **Tampa-St. Petersburg**) so as to include revised decision and order directing **WSUN-TV** to show cause why its license should not be modified to specify operation on ch. 10 in **New Port Richey** instead of its present operation on ch. 38 in St. Petersburg, and (2) motions of the **City of St. Petersburg** to dismiss oppositions of **Florida Gulfcoast Bcstrs. Inc., The Bay Area Telecasting Corp.**, and **Suncoast Cities Bcstg. Corp.** to City of St. Petersburg petition for reconsideration. Chairman Doerfer and Comr. Craven dissented.

By memorandum opinion and order, Commission denied petition by **Aroostook Bcstg. Corp. (WAGM-TV** [ch. 8]), **Presque Isle, Me.**, for reconsideration of June 6 report and order in Docket 11965 which assigned ch. 10 to that city. Comr. Ford abstained from voting.

By memorandum opinion and order, Commission (1) denied petition by **Evansville Television Inc.** to dissolve proceeding in Docket 11757 which directed it to show cause why its authorization for station **WTVW Evansville, Ind.**, should not be modified to specify operation on ch. 31 instead of ch. 7, and (2) ordered a hearing to determine whether public interest, convenience and necessity would be promoted by proposed modification of cp issued to it to specify operation on ch. 31 instead of ch. 7. Chairman Doerfer and Comr. Mack dissented; Comr. Ford abstained from voting.

PETITION FOR TV AURAL TRANSMISSION DENIED

By memorandum opinion and order, Commission denied petition by **Joseph Brenner** requesting amendment of Sec. 3.651 to providfe for aur. transmission of tv station operating in uhf band where station otherwise conforms to minimum regular program operating schedule. The rule prohibits, with exception, tv stations from making aur. transmissions during periods when still pictures or slides are employed to produce vis. transmissions unless the aur. and vis. transmissions comprise an integral part of program or announcement and have substantial relationship with each other. The Commission feels that the use of tv station merely as aur. or quasi-tv station would not serve public interest.

PETITIONS FILED

Television City, Inc., McKeesport, Pa.—Petition requesting amendment of Sec. 3.606 by instituting rule making proceedings so as to delete ch. 4 from **Irwin, Pa.** and add the same to **Pittsburgh, Pa.**

Clarence M. Mason, Hancock, Mich.—*Petition requesting amendment of Sec. 3.606 to amend the Table of Assignments so as to assign ch. 9 to **Hancock, Mich.** and to delete ch. 9 from **Iron Mountain, Mich.** and substitute ch. 8 therefor.

* Denied by memorandum opinion and order Sept. 19, 1957.

INITIAL DECISION

By order of Oct. 2, Commission made effective immediately initial decision and granted application of **Parish Bcstg. Corp.** to increase power of station **KAPK Minden, La.**, from 100 w to 250 w, continuing operation on 1240 kc unl.

ACTION IN DOCKET CASE

Commission announced its Decision of Sept. 25 denying application of **Blackhawk Bcstg. Co. Inc** to increase power of am station **WSDR Sterling, Ill.** (1240 kc unl.) from 100 to 250 w. Comr. Ford abstained from voting.

OTHER ACTIONS

Hall Bcstg. Co. Inc., Los Angeles, Calif.; Hogan Bcstg. Corp., Long Beach, Calif.; Richard C. Simonton, Los Angeles, Calif.—Designated for consolidated hearing applications for new Class B fm stations to operate on ch. 274 (102.7 mc). Announced Oct. 2.

WILZ St. Petersburgh Beach, Fla.—Granted mod. of cp to change trans. location, type trans., specify studio location and make changes in ground system. Announced Oct. 2.

WGN-TV Chicago, Ill.—Granted license covering changes in existing station (ch. 9). Announced Sept. 26.

WILO Frankfort, Ind.—Is being directed to submit statement within 30 days setting forth reasons for believing that the Commission should not institute proceedings to revoke licenses. Announced Oct. 2.

KK2XFW New Orleans, La.—Granted mod. of cp for experimental tv station on ch. 12 (for simultaneous operation with its station **WJMR-TV** on ch. 20 to make direct comparison of uhf and vhf operation); accepted license application for filing; and granted program test authority. By letter, denied request by **Oklahoma Tele. Corp., Oklahoma City, Okla.**, and **Capital Bcstg. Co. (WJTV) Jackson, Miss.**, to designate Supreme application for hearing or dismiss same.

WCHB Inkster, Mich.—Granted increase in power from 500 w to 1 kw, continuing operation on 1440 kc, DA-D; engineering condition. Announced Oct. 2.

Radio St. Croix Inc., New Richmond, Wis.; Florida East Coast Bcstg Co. Inc., South St. Paul, Minn.; Hennepin County Bcstg. Co., Golden Valley, Minn.—Designated for consolidated hearing applications for new am stations to operate on 1590 kc, 5 kw, D. Announced Sept. 26.

T. V. Pix Inc., McGill, Nev.—Denied request for waiver of Sec. 4.731(b) of rules to permit operation of three translator tv stations in conjunction with a microwave system to serve McGill; dismissed applications as unacceptable for filing. Announced Oct. 2.

WMUR-TV Manchester, N. H.—Designated for consolidated hearing applications of Radio Voice for renewal of license and for license to cover present operation of WMUR-TV (ch. 9), and application of Television for New Hampshire for cp for new tv station to operate on ch. 9. Announced Oct. 2.

KOOS Inc., Coos Bay, Ore.—Designated for consolidated hearing KOOS application for mod. of cp to operate tv station on ch. 11 in lieu of ch. 16 and Pacific for a new tv station on ch. 11. Announced Oct. 2.

WIP-FM Philadelphia, Pa.—Granted Subsidiary Communications Authorization to furnish background music on a multiplex basis. Announced Oct. 2.

WTJS Jackson, Tenn—Granted increase in daytime power from 1 kw to 5 kw, continuing operation on 1390 kc, 1 kw-N, DA-N, U. Announced Oct. 2.

South Norfolk Bcstg. Co. Inc., Denbigh, Va.—Designated for consolidated hearing applications for new am stations to operate on 1570 kc, D; **South Norfolk** (BP-10981) with 1 kw and **Denbigh** (BP-11250) with 250 w; made **WTOW Towson, Md.**, party to proceeding. Announced Oct. 2.

KTW Seattle, Wash.; KWSC Pullman, Wash.—Granted application of **KTW** (1250 kc, 1 kw) to operate full time during the day and continue share time with **KWSC** at night (BP-10390); granted application of KWSC to the extent of authorizing full time operation (1250 kc, 5 kw) during the day (BML-1667); is advising both KWSC and KTW that their applications for renewal of licenses indicate necessity for hearing to determine division of their share time at night. Announced Sept. 26.

ACTIONS ON MOTIONS

On petition by **Tri-City Bcstg. Co. (WTRF-TV), Wheeling, W. Va.**, Commission on Sept. 24 granted extension of time for filing comments from Sept. 30 to Oct. 15 (Docket 12076) rule-making proceeding involving **Erie, Pa.; Akron-Cleveland, Ohio; Clarksburg** and **Weston, W. Va.; Flint-Saginaw-Bay City, Mich.** Announced Sept. 27.

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city *zone* *state*

Please send to home address — —

By Chief Hearing Examiner James D. Cunningham on the dates shown

Granted petition of **New York Technical Institute of Cincinnati, Inc.** for dismissal of proceeding in Domestic Public Land Mobile Radio Service at **Detroit, Mich.** (Docket 12140) (Action Sept. 24).

Granted petitions of **Utah Communications, Inc., Daniels Communications Service, Chicago Communication Service** and **Mobile Radio Dispatch Inc.**, to intervene in matter of **American Telephone and Telegraph Co.**, et al., lease and maintenance of equipment and facilities for private communication systems (Docket 11972) (Action Sept. 24).

Granted petition of **Caribbean Atlantic Airlines Inc., San Juan, P. R.** for dismissal of its applications and returned to processing line application of **Aeronautical Radio Inc., Washington, D. C.**, for authorizations covering aeronautical fixed facilities in **Puerto Rico** and the **American Virgin Islands** (Dockets 12077-8) (Action Sept. 24).

Ordered that oral argument on the petition of **Frontier Bcstg Co., Alliance, Nebr.**, to be made a party intervenor in ch. 13 proceeding, **Alliance**, will be held Sept. 27 at 1:00 p.m. (Dockets 12047-8; BPCT-2194, 2205) (Action Sept. 26).

By Hearing Examiner Jay A. Kyle on Sept. 24

Ordered that further prehearing conference will be held on Oct. 1 re am applications of **Geoffrey A. Lapping** and **Phoenix Bcstg. Co., Phoenix, Ariz.** (Dockets 12124-5; BP-10963-4).

By Hearing Examiner Millard F. French on Sept. 25

Granted motions of **Hawaiian Telephone Co., RCA Communications Inc., American Telephone & Telegraph Co.**, and the **Common Carrier Bureau** to correct in various respects transcript re applications of American Telephone & Telegraph Co. and RCA Communications Inc. for authority to communicate with **Hawaii** by radiotelephone from stations near **San Francisco, Calif.** (Dockets 11954-5).

By Hearing Examiner Thomas H. Donahue on Sept. 24

Granted petition of **United Telecasting & Radio Co.**, for leave to amend its application for cp for new tv station to operate on ch. 9 in **Ogden, Utah**, to report the acquisition by **Granite District Radio Bcstg. Co.** of approximate ⅓ interest in petitioner corporation (Docket 12080; BPCT-2270).

By Hearing Examiner Basil P. Cooper on Sept. 25

Ordered that pursuant to agreements stated on record that Exhibit 1 of **Nevada Radio-Television Inc.**, is received in evidence and record is closed in proceeding on Nevada's application for cp for new tv station to operate on ch. 10 in **Elko, Nev.** (Docket 12094; BPCT-2278).

By Hearing Examiner Charles J. Frederick on Sept. 24

On oral motion of counsel for **Bayou Bcstg. Corp.**, and with concurrence of all parties, ordered that further prehearing conference scheduled for Sept. 25 is postponed until Oct. 4, and hearing scheduled for Oct. 2 is rescheduled for Oct. 10 re application of **Port City Television Co. Inc.** for cp for new tv station to operate on ch. 18 and Bayou for mod. of cp to change from ch. 40 to ch. 18, in **Baton Rouge, La.** (Dockets 12089-90; BPCT-2262, BMPCT-4417).

Ordered that prehearing conference scheduled at 2:00 p.m., Sept. 24, is rescheduled for 10 a.m., Oct. 1, in ch. 12 proceeding, **Beaumont-Port Arthur, Tex.** (Dockets 12118; BMPCT-4681, et al.).

By Hearing Examiner Thomas H. Donahue on Sept. 24

Ordered that hearing will be held on Oct. 4 re am applications of **Jefferson Radio Co., Irondale, Ala.**, and **The Bessemer Bcstg. Co. Inc (WBCO), Bessemer, Ala.** (Dockets 12049-50; BP-10672, 10886).

By Hearing Examiner Herbert Sharfman on Sept. 25

Ordered that time for exchange of exhibits, now in indefinite status, is Oct. 15, and date for hearing, now also in indefinite continuance, is scheduled for Oct. 23 re am application of **Jackson County Bcstg. Co., Maquoketa, Ia.** (Docket 12097; BP-10882).

By Hearing Examiner J. D. Bond on Sept. 25

By memorandum opinion and order, denied motion of **General Services Administration** for amendment of Order After Second Prehearing Conference released Aug. 13 in private line-leased facility proceeding (Dockets 11645-6).

By Hearing Examiner Jay A. Kyle on Sept. 30

On own motion, ordered that exchange of exhibits scheduled for Sept. 30 shall be made on date to be hereinafter determined re application of **Greenwood Bcstg. Co. Inc.** for cp for new tv station to operate on ch. 6 in **Greenwood, Miss.** (Docket 12046; BPCT-2224).

By Hearing Examiner Basil P. Cooper on Sept. 25

Granted motion for continuance filed by **WKNE Corp., Brattleboro, Vt.**, in proceeding on its am application and that of **The KBR Stations, Inc., Keene, N. H.**, and date for exchange of exhibits is continued from Sept. 30 to Oct. 14, and date for further prehearing conference is continued from Oct. 21 to Nov. 4 (Dockets 12058-9; BP-10732, 10919).

By Hearing Examiner J. D. Bond on the dates shown

Pursuant to informal agreement of all parties and letter request on behalf of **Western Union**, ordered that subparagraph of Order After Prehearing Conference (released Nov. 22, 1955), and reference to that subparagraph in paragraph 10 of Order After Second Prehearing Conference (released Aug. 13, 1957) are amended to specify available exhibit numbers in private line-leased facility proceeding (Dockets 11645-6) (Action Sept. 26).

Granted motion to postpone commencement of hearing filed by **Motorola**, "for itself and on behalf of such other parties as may join in this request," and Order After Prehearing Conference is modified to provide that hearing scheduled for Oct. 1 is continued to date to be fixed by subsequent order to be entered upon motion which will be filed by Bureau counsel after informal conferences with counsel for other parties matter **American Telephone & Telegraph Co., et al.**, lease and maintenance of equipment and facilities for private communication systems (Docket 11972) (Action Sept. 27).

By Hearing Examiner Thomas H. Donahue on the dates shown

Granted motion of **Jack A. Burnett** for postponement of prehearing conference from Sept. 26 to Sept. 30 in ch. 9 proceeding, **Ogden, Utah** (Dockets 12079-89; BPCT-2255) (Action Sept. 25).

At request of counsel for **Jefferson County Bcstg. Co., Pine Bluff, Ark.**, and with concurrence of all other participants in am proceeding (Dockets 11888-9; BP-10528, 10691), ordered that conference scheduled for Sept. 27 is continued to Oct. 3. Hour and place of conference remain same previously designated (Action Sept. 26).

By Hearing Examiner Charles J. Frederick on Sept. 25

Granted petition of **Max M. Leon Inc:, Philadelphia, Pa.**, to amend its fm application to specify ch. 287 (105.3 mc) instead of ch. 243 (96.5 mc) and the application as amended is returned to processing line (Docket 12153; BPH-2230).

By Hearing Examiner Hugh B. Hutchison on Sept. 30

Ordered that hearing conference will be held at 2 p.m., on Oct. 1, to hear oral argument on petition of **Department of Education of Puerto Rico**, for leave to amend its application for cp for new tv station and to reopen the record for further hearing and an opposition thereto filed by **Sucesion Luis Pirallo-Castellanos** in ch. 3 proceeding, **Mayaguez, P. R.** (Dockets 11811-2; BPCT-2158-9).

By Hearing Examiner Jay A. Kyle on Sept. 27

On own motion, and with concurrence of counsel for all parties in proceeding on am applications of **Gold Coast Bcstrs., Pompano Beach, Fla.**, et al. ordered that exchange of exhibits scheduled for Sept. 30 shall be made on a date to be hereinafter determined (Dockets 11938; BP-10631, et al.).

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Sept. 27

WSVA-AM-FM-TV Harrisonburg, Va.—Granted relinquishment of negative control of **Transcontinent Television Corp.** by **General Railway Signal Co.**, and acquisition of positive control by **Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV, David G. Forman, Seymour H. Knox, Seymour H. Knox III,** and **Northrup R. Knox.**

WEBO Owego, N. Y.—Granted assignment of license to **Erdman Bcstg. Co. Inc.** (stock transaction).

WTAL Tallahassee, Fla.—Granted cp to install new trans.

WBKY Lexington, Ky.—Granted cp to increase ERP to 3.0 kw, ant. height 165 ft.

KSTE Emporia, Kan.—Granted cp to install new trans.

WFIL-FM Philadelphia, Pa.—Granted cp to change trans. location to same as **WFIL-TV** (Unbria Ave., near Domino Lane); reduce ERP to 6.3 kw and ant. height to 780 ft.

KBBC Centerville, Utah—Granted mod. of cp to change ant.-trans. location and change studio location.

KDWC West Covina, Calif.—Granted mod. of cp to change trans. and specify main studio location as remote control point.

The following was granted extension of completion date as shown: **KRUX Glendale, Ariz.**, to 1-1-58; conditions.

Actions of Sept. 26

KSHO-TV Las Vegas, Nev.—Granted mod. of cp to change studio and trans. locations, type of trans., other equipment changes, change ant. system and waived Sec. 3.613 of rules; ERP vis. 11.5 kw, aur. 5.75 kw, ant. height 130 ft.

KRNS Burns, Ore.—Granted mod. of cp to change type trans., studio location and remote control point.

WEAW-FM Evanston, Ill.—Granted authority to operate trans. by remote control.

WINI Murphysboro, Ill.—Granted authority to operate trans. by remote control.

Actions of Sept. 25

WVPO Stroudsburg, Pa.—Granted relinquishment of positive control to **Ottaway Newspapers-Radio Inc.** (parent corp. of licensee corp.) through transfer of stock by each of **James H.** and **Ruth B. Ottaway** to a trust fund with James H. and Ruth B. Ottaway and **John R. Tappan**, as trustees.

WLIP Kenosha, Wis.—Granted assignment of license to **Kenosha Bcstg. Inc.**

WFAU Augusta, Me.—Granted cp to install new trans.

WEJL Scranton, Pa.—Granted cp to install new trans.

WMUB-TV Oxford, Ohio—Granted mod. of cp to change studio and trans. locations, changes in ant. system and make other equipment changes; ERP vis. 5 kw, aur. 2.7 kw, ant. height 315 ft.

WTAE McKeesport, Pa.—Granted mod. of cp to change trans. location to near **Buena Vista, Pa.**, make changes in ant. system and other equipment, and change type trans.; ant. height 960 ft.

WNDU-TV South Bend, Ind.—Granted mod. of cp to change ERP to vis. 219 kw, aur 110 kw, ant. height 580 ft., and make minor equipment changes.

WMRY New Orleans, La.—Granted mod. of cp to change type trans.; condition.

WAZA Bainbridge, Ga.—Granted mod. of cp to change ant.-trans. location, change studio location and remote control point.

KPID Payette, Idaho—Granted mod. of cp to change type trans.

The following were granted extension of completion dates: **WKYV Loyall, Ky.**, to 1-22-58; **WDXR Paducah, Ky.**, to 10-15, conditions; **KDAY Santa Monica, Calif.**, to 12-10; **WPVA Petersburg, Va.**, to 11-19, conditions; **WMPT South Williamsport, Pa.**, to 11-1, conditions; **KPID Payette, Idaho**, to 12-17; **WBNS-TV Columbus, Ohio**, to 4-22-58; **WAVP Avon Park, Fla.**, to 2-13-58; **KYW Cleveland, Ohio**, to 4-6-58, conditions; **WITN Washington, N. C.**, to 12-26; **WEEQ-TV LaSalle, Ill.**, to 11-13; **WCHS-TV** (aux. trans.) **Charleston, W. Va.**, to 11-15.

Actions of Sept. 24

WJAT Swainsboro, Ga.—Granted assignment of license to **Radio Station WJAT Inc.**

WTJH East Point, Ga.—Granted assignment of license to **James S. Rivers** and **The Fulton National Bank of Atlanta, Ga.**, as trustee for **Ronald S., Tolliver R.** and **Herschel M. Rivers**, d/b as **Radio Station WTJH.**

Actions of Sept. 23

KILE Galveston, Tex.—Granted mod. of license to change name to **Island Bcstg. Co. Inc.**

KDB Santa Barbara, Calif.—Granted mod. of license to change name of licensee partnership to **James Harford, Lucie Menard** and **Rube Goldwater**, d/b as **KDB Bcstg. Co.**

KSAY San Francisco, Calif.—Granted cp to replace expired cp for new aux. trans.

KILE Galveston, Tex.—Granted cp to install new trans.

KCJB-TV Minot, N. D.—Granted mod. of cp to change ERP to vis. 245 kw, aur. 123 kw, and make minor equipment changes.

WEZY Cocao, Fla.—Granted mod. of cp to change type trans. and specify studio location, and remote control point; condition.

WEGA Newton, Miss.—Granted extension to remain silent for period ending Dec. 31, 1957, or such earlier time as it may be possible to return station WEGA to the air.

KNDC Hettinger, N. D.—Granted extension to operate with specified hours, 6:00 a.m. to 8:00 p.m., Mondays through Saturdays; and 8:00 a.m. to 3:00 p.m., Sundays, except for special events, for additional 90 days from 9-15-57.

WIS-FM Columbia, S. C.—Granted request to cancel license; call letters deleted.

KYME-FM Boise, Idaho—Granted request to cancel cp; call letters deleted.

WCCN Neillsville, Wis.—Granted authority to operate trans. by remote control.

LICENSE RENEWALS

WAFC Staunton, Va.; WBCR Christiansburg, Va.; WCFV Clifton Forge, Va.; WDDY Gloucester, Va.; WELC Welch, W. Va.; WFCR Fairfax, Va.; WINA Charlottesville, Va.; WIPA Annapolis, Md.; WLOW Portsmouth, Va.; WMOD Moundsville, W. Va.; WNVA Norton, Va.; WOAY Oak Hill, W. Va.; WPIK Alexandria, Va.; WRON Renceverte, W. Va.; WSID Baltimore, Md.; WSVA Harrisonburg, Va.; WSVS Crewe, Va.; WTCS Fairmont, W. Va.; WTIP Charleston, W. Va.; WTOP Washington, D. C.; WFAN (FM) Washington, D. C.; WGH-FM Newport News, Va.; WINA-FM Charlottesville, Va.; WJLS-FM Beckley, W. Va.; WKWK-FM Wheeling, W. Va.; WMAL-FM Washington, D. C.; WOAY-FM Oak Hill, W. Va.; WRVC (FM) Norfolk, Va.; WSVA-FM Harrisonburg, Va.; WSVS-FM Crewe, Va.; WTOP-FM Washington, D. C.; WWDC-FM Washington, D. C.; WWOD-FM Lynchburg, Va.; WWVA-FM Wheeling, W. Va.; WMAL-TV Washington, D. C.; WOAY-TV Oak Hill, W. Va.; WSVA-TV Harrisonburg, Va.; WTOP-TV Washington, D. C.; WTVR (TV) Richmond, Va.; WXEX-TV Petersburg, Va.; WJZ-TV Baltimore, Md.; WPVA Petersburg, Va.; WINS New York, N. Y.; KQV (Main only) Pittsburgh, Pa.; WELD Fisher, W. Va.; WINC Winchester, Va.; WSIG Mount Jackson, Va.; WRFL (FM) Winchester, Va.; WAYZ Waynesboro, Pa.; WHYL Carlisle, Pa.; WWSW Pittsburgh, Pa.; WFLO Farmville, Va.

CBC SALES REVENUE UP $2 MILLION

Commercial revenue of the Canadian Broadcasting Corp. for both radio and television was $11,179,940 for the fiscal year ending March 31, 1957, compared to $9,134,945 for the previous year. Revenue from television was up almost a third while that from broadcasting was down 26.6%.

Total CBC revenue for the fiscal year 1956-57 amounted to $49,288,965 compared to $38,942,402 the previous year. Grants from the Canadian Parliament amounted to $18,250,000 compared to $6,250,000 in the 1955-56 fiscal year. From excise taxes on radio and television sets CBC this year received $18,923,029 compared to $22,799,955 the previous year, due to a drop in sales of tv sets. License fees from independent radio and tv stations during the year totaled $392,250, compared to $378,300.

Expenses in the 1956-57 fiscal year were $48,880,422 compared to $38,572,512 the previous year. After depreciation, deficit for the year was $1,561,211 compared to $1,358,621 the previous year. Expenses were up all along the line, with programs accounting for $31,657,314 of the total, engineering $9,451,903, network transmission services $3,115,545, administrative expenses $1,855,089, commercial division $730,625, press and information $920,470, interest on loans $921,725 and amortization $227,751. Depreciation was set at $1,969,754.

CBC reported that 2,490,000 Canadian homes, representing 62% of all homes, had tv receivers at the end of the fiscal year. CBC and independent stations, it was estimated, covered 86% of all Canadians with tv service. On March 31, 1957, there were 40 tv stations in operation across Canada, five more than the previous year, and eight were owned by CBC.

"Progress continued to be made in the development of Canadian program content," the report stated. "English tv network service totaled 48 hours a week of which just over half was Canadian. In the French language network service of 53 hours a week, about three-quarters was Canadian. Independent Canadian tv stations used about 38 hours a week of network programs.

"The CBC continued to emphasize the development of Canadian programs. A great deal of effort, and inevitably increasing costs, during the year went into the improvement of Canadian productions. With tastes stimulated in part by familiarity with expensive productions done south of the border, the Canadian public continued to demand an ever higher standard of output in Canadian programs."

CBC pointed out that efforts to maintain and improve the quality of program services were reflected in awards received at the American exhibition of radio and television programs at Ohio State University, where CBC won more awards than any other network; in the increasing number of advertisers' participations in CBC tv programs; in programs sold abroad; in the well-deserved gaining of international reputations by many Canadian performers, and in a high degree of acceptance from the Canadian public.

The report emphasized that during the 1956-57 fiscal year expenditures were confined largely to operations with only limited amounts spent on capital needs. The CBC had to continue main operations in a miscellaneous collection of quarters. In Montreal, Ottawa, and Toronto alone, CBC was housed in 50 different locations of which 45 were leased premises.

CBC Chairman A. D. Dunton stated in the report that "pending decisions by Parliament regarding the future financing of the national broadcasting system, the CBC was planning to maintain services and carry out essential developments within the limits of resources available. . . . In television it faced a situation as the year began in which it would have to reduce the television service considerably unless some special provision for funds were made."

(The fall program lineup for 1957-58 shows this curtailment in reduction of number of Canadian live tv shows, and more dependence on imported and Canadian-made film programs.)

The bulk of the 64-page 21st annual report of the CBC was taken up with details on the various radio and television program services on all English, French and international networks and shortwave services. It dealt in detail with development of Canadian programs, international exchange of programs with the United States, Great Britain and Australia on radio and television, with technical developments of CBC stations, development of CBC's own audience research departments and its press and information services.

Regarding commercial operations, the report pointed to increased use of spot announcements on CBC stations, increased sale of advertising on French-language CBC tv stations, and the sale of 15 feature-length CBC tv shows to the British Broadcasting Corp. In commercial network radio there was a further decline, the report stated, with advertisers increasing their expenditures on tv programs.

CBC radio networks use about 120 of Canada's 190 radio stations, plus 54 CBC low-power repeater stations. Independent radio stations use network programs on about 23% of their weekly scheduled time, while tv stations carry about 55% network shows during a week's telecasting.

Central Canadians Meet Oct. 21-22

Separate meetings for radio and television station management officials will feature the annual meeting of the Central Canada Broadcasters Assn. at the King Edward Hotel, Toronto, Oct. 21-22. Practically all the first day will be devoted to these separate meetings, following keynote speech by Don Jamieson, CJON-AM-TV St. John's, Nfld. The second day will be devoted to a business

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Patrice Munsel
Broken Arrow
Ozzie & Harriet
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Walter Winchell
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meeting in the morning followed by discussions on use of radio and television by a number of advertisers, including R. P. Beadon, Procter & Gamble of Canada, Toronto; A. M. Lawrence, Nestle (Canada) Ltd., Toronto; and T. B. Humphrey, General Mills (Canada) Ltd., Toronto. Baxter Ricard, CHNO Sudbury, Ont., CCBA president, will preside over the convention.

Global Audience Sees Series On Live, 24-Hour-Delay Basis

The 1957 World Series is covering a record area on the map, as the games reach radio-tv audiences north and south of the U. S. and in Japan.

Japanese viewers are getting the series on their television sets for the first time—only one day after play date in the U. S. Kinescope recordings of the games were carried over the commercial television station, NTV Tokyo, under terms of a sale made by NBC International Inc., wholly-owned NBC subsidiary.

Kinescopes of each game were made by NBC-TV at its west coast office and rushed via Pan American Airways to Tokyo for replay 24 hours later. The Tokyo station scheduled the games in prime time, according to NBC International.

In the U. S. the World Series is being carried live over NBC-TV and broadcast on NBC Radio starting at 12:45 p.m. for New York games and 2:45 p.m. for Milwaukee games (New York time). The games are sponsored by the Gillette Safety Razor Co., through Maxon Inc. The contests also are being carried live in Canada and in Cuba over the CMQ-TV Network by means of the recently developed over-the-horizon relay from Florida.

Fans in more than 13 other Latin American nations also are seeing and hearing the Gillette-sponsored games. Kines have been airlifted to Venezuela, Puerto Rico, Mexico, El Salvador and Guatemala. The Gillette radio lineup includes the Dutch West Indies, Nicaragua, Panama, Puerto Rico, Venezuela, El Salvador, Colombia, Costa Rica, Cuba, Dominican Republic, Guatemala, Honduras and Mexico. Regular Gillette announcers are calling the games in Spanish.

U. of B. C. Announces Course

An evening course in communications has been announced at the U. of British Columbia, at Vancouver, B. C. The course is being conducted by the university in conjunction with the British Columbia Assn. of Broadcasters. It will specialize in radio, television and film and will be held for 10 weeks from Jan. 15. A five-day summer course will be held from May 5-10, with lecturers from all parts of Canada, the U. S. and Great Britain.

British Columbia broadcasters will underwrite the 10-week course to the extent of $10,000 a year for five years, with the university providing administration and, jointly with the broadcasters, supplying lecturers. The course will be open to students of the U. of B. C. and those in the industry in the west coast province. Others may be admitted if accommodations can be found.

More Clients Sign For CBC-TV Programs

Additional purchases on the English-language CBC-TV network, bringing the network's time sales even nearer to the sellout point [B•T, Sept. 23], were reported last week. Live shows were cut considerably from last year and more film shows—Canadian-made or imported from Britain and the U. S.—were sponsored this season. The latest purchases:

Max Factor & Co., Toronto, through Locke Johnston & Co., Toronto, is jointly sponsoring with General Foods Ltd., Toronto, through Baker Adv., Toronto, the live Canadian half-hour drama *On Camera* Monday evenings.

Campbell Soup Co. of Canada, Toronto, through Cockfield Brown & Co., Toronto, and Standard Brands of Canada, Montreal, through MacLaren Adv., Montreal, jointly sponsor *Wyatt Earp* on Wednesday.

Sunbeam Corp. Canada Ltd., Toronto, through Vickers & Benson, Toronto, with Pond's Cosmetics, Toronto, through J. Walter Thompson & Co., Toronto, jointly sponsor on Thursday evening the half-hour *The Music Makers.*

General Motors of Canada, Oshawa, Ont., through MacLaren Adv., Toronto, is sponsoring the live Canadian one-hour *GM Drama* on Tuesday evenings, the *Chevy Show* on Wednesday evenings, *Patrice Munsel* and (on alternate weeks) *The Big Record* on Friday evenings and the Canadian live French show *Porte Ouverte* on French-language stations.

Gillette Safety Razor Co. of Canada, Montreal, renewed sponsorship of *Cavalcade of Sports* Friday evenings, through Maxon Inc., New York.

Dow Breweries, Montreal, through Vickers & Benson, Montreal, sponsors in Quebec province the Canadian *Big Four Football* games, with Tobaccofina Ltd., Montreal, through Walsh Adv. Ltd., Montreal, and Shell Oil Co., Toronto, through J. Walter Thompson, Toronto, sponsoring the games on English-language network stations elsewhere in Canada.

Kellogg Co. Ltd., London, Ont., through Leo Burnett of Canada, Toronto, sponsors *Wild Bill Hickok* Saturday evenings and *Rin Tin Tin* on Wednesdays.

Milko Products Ltd., Toronto, through A. W. McCracken Ltd., Toronto, with Whitehall Pharmacal (Canada) Toronto, through Young & Rubicam, Toronto, sponsors the Canadian historical film series *Adventures of Pierre Radisson.*

Procter & Gamble of Canada, Toronto, through Benton & Bowles, Toronto, with Salada - Shirriff - Horsey Ltd., Toronto, through McKim Adv., Toronto, jointly sponsor the live half-hour *Canadian Hit Parade* on Saturdays.

Success Wax Ltd., Montreal, through Snyder Cardon, Montreal, and Benson & Hedges Ltd., Montreal, through James Lovick Ltd., Montreal, sponsor the Saturday evening *Wrestling* on the Canadian tv network.

Nestles Ltd., Toronto, through E. W. Reynolds, Toronto, and Walter M. Lowney Ltd., Montreal, through Foster Adv., Toronto, sponsor *Lassie* on Sundays.

Canadian General Electric Ltd., Toronto, through MacLaren Adv., Toronto, sponsors the live Canadian half-hour *Showtime.*

Bristol-Myers of Canada, Montreal, through Ronalds Adv. Agency, Montreal, and Singer Sewing Machine, Toronto, through Young & Rubicam, Toronto, sponsor the half-hour Sunday evening program *Stories of John Nesbitt.*

Various spectaculars from New York also will be carried on the Canadian tv network, including, for General Motors of Canada, the *Jubilee of Music* on Nov. 17 and *Annie Get Your Gun* on Nov. 27.

A new one-hour live-Canadian comedy-variety program *Wayne & Shuster Show* will be sponsored, but definite word of what company will use this vehicle has not yet been announced by CBC. In previous years Christie Brown & Co., Toronto, a division of Nabisco Ltd., Toronto, has sponsored the half-hour *Wayne & Shuster Show.* The two Canadian comedians are doing a one-hour show in London, England, Oct. 8, on the Independent Television Authority's network.

Coverage of Queen's Visit Will Be CBC's Biggest Job

Coverage of the visit of Queen Elizabeth to Ottawa, Oct. 12-16, will be the most ambitious project Canadian Broadcasting Corp. television has undertaken in its five years of operation. The biggest problem, from a programming standpoint, will occur on the first and last days of the visit, during the drives to and from the airport. The 13 miles of turns and twists will make coverage extremely difficult.

CBC is using 25 cameras to cover the 13-mile route from Uplands Airport to Rideau Hall, where the Queen will stay. Seven mobile units will control the 25 cameras on the route. For radio network, 27 radio pick-up points will be used.

Four U.S. tv and radio networks will carry the Canadian telecasts and sound programs. In addition to live pickups, U.S. networks will have access to Canadian film coverage of the Ottawa visit. CBC also will supply tv film to Great Britain and other countries. NBC Radio's *Monitor* program will carry live and delayed broadcasts direct from Ottawa during the entire visit. Other U.S. radio networks will have access to all Canadian royal visit programs. Four CBC commentators will go to Washington to cover the royal visit there, two covering in English and two in French. CBC networks, both tv and radio, will use U.S. networks for the Washington visit on an exchange basis.

To provide live coverage of the royal visit to Canadian Atlantic coast tv stations, a special arrangement has been made with ABC network whereby four stations in Maine will drop their usual programs and carry the royal visit on the microwave network out of Toronto, Ont., through Maine to the Atlantic coast provinces. This will allow live coverage of the event for practically all Canadian tv stations from the Atlantic Coast to the Rocky Mountains.

ABROAD IN BRIEF

SWISS PAPERS TO PAY: Since the Swiss government's latest rejection of commercial tv some weeks ago, the Swiss Newspaper Publishers Assn. has had to discuss how to make good its offer to subsidize the government system [B•T, Aug. 5]. At its most recent meeting the association made plans to pay 2 million francs annually to the tv broadcasting organization for 10 years, or 1.5 million annually for 15 years. The association has decided it is worth the price to keep the medium from making advertising inroads. The subsidy budget has been set up for 10-15 years on the theory that by that time set license fees will pay the entire broadcasting bill.

ON WESTERN WIDTH: A Yugoslav Tv Development Plan, published in Belgrade early this month confirms that the independent communist country is adhering to West European tv standards rather than those of the eastern bloc of nations. (The main variation is one mc in bandwidth. Otherwise, standards are substantially the same, 625 lines, 25 frames per second, using fm frequencies.) The country also is reported planning tv links with Austria and Italy but not with the Soviet bloc. RCA is sending equipment for stations at Belgrade. Zagreb and Ljubljana and satellites, according to reports abroad. The package is said to include three 3-camera studio outfits and mobile pickup units for Belgrade and Ljubljana, to be delivered between October and January. British Marconi is understood to have contracts for relays of the interstation network and a mobile pickup unit for Zagreb. West German Siemens is reported ready to deliver three transmitters, 1 to 3 kw each, and satellite units by early 1958.

BLURS IN BAVARIA PICTURE: Bavarian Radio, experiencing advertiser apathy during summer months, recorded a sales drop during July. Only 37% of a daily half-hour segment in an otherwise sustaining schedule was sold, compared to 61.7% sold in June. The station, one of two in the all-government system which have made a small part of their schedules available for sponsorship (Radio Free Berlin is the other), still is at the stage of selling advertisers on the tv medium.

A new threat to the economic picture is presented by a bill before the Bavarian Parliament setting limits on commercial time and providing for revenues to go to cultural institutions outside the broadcasting field. Earnings at present are used to support the total BR operation.

VIENNA REVAMPS: The government of Austria has completed a plan for reorganizing the country's state-operated broadcasting system, it has been reported. Under the new setup, Oesterreichische Rundfunk Gesellschaft (Austrian Broadcasting Co.) will be capitalized at the equivalent of $4 million, a sum contributed 95% by the Vienna government and 5% by the Austrian federal states. There is no room in the system for private broadcasting, but observers have expressed doubts that mounting budgets of television can be met without commercial broadcasting.

TV GIVEAWAY: Signal interference on London television sets led Scotland Yard sleuths to the hideaway of a Lavender Hill counterfeiting mob. Acting on complaints from viewers in the Lavender Hill section, detectives broke into the basement of a home. There they found a press—source of the tv trouble—and about £200,000 ($560,000) in forged notes, said to represent the biggest seizure of forged money in British history. It happened Friday, Sept. 13.

Box Top Promotions Condemned By Board of Governors of CBC

The Canadian Broadcasting Corp. board of governors last week warned stations that certain give-away shows would constitute a black mark on their records at license-renewal time.

The board frowns on programs or messages which offer prizes in return for box tops or other proofs of purchase. Such promotions do not represent good broadcasting nor do they serve the public interest, the CBC fathers said.

The policy, however, does not affect shows featuring contestants present at station studios or which require entries made in writing and judged on the basis of merit.

INTERNATIONAL SHORTS

Canadian Broadcasting Corp. reports it will start construction this fall on new Y-shaped headquarters building at Ottawa, Ont., to cost approximately $2 million. Building will be eight stories in height and located on Riverside Drive, with completion scheduled for sometime in 1960. In addition to headquarter offices for all departments, building will have viewing, audition and conference rooms.

Swift Canadian Co. Ltd. (food products), Toronto, has started quarter-hour quiz show five times weekly on 50 English and French-language radio stations. Show is based on Canadian facts and music, and was produced by G. N. Mackenzie Ltd., same city. Agencies are McCann-Erickson Canada Ltd. and J. Walter Thompson Ltd., Toronto.

Halas & Batchelor Cartoon Films Ltd., London animation studio and commercial tv producer, has opened U. S. production and liaison office at 11 W. 42 St., N. Y., with **Irene Lee,** formerly of firm's London office, heading operation.

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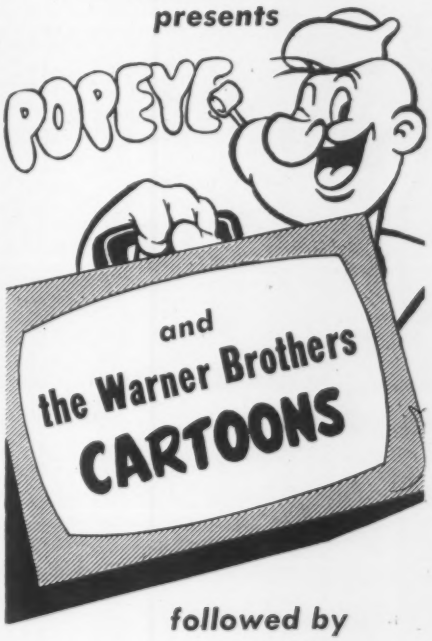

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PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **Henry Halpern,** research director, MacManus, John & Adams Inc., N. Y., promoted to vice president, media-research. He also will continue as research director.

◄ **Roger C. Bumstead,** media director, MJ&A, resigns to join Campbell-Mithun Inc., Minneapolis, as associate media director, effective this week. Mr. Bumstead also was account executive at MJ&A for Good Humor Corp. account.

Vernon Morelock, vice president, Winius-Brandon Co., St. Louis, assigned additional duties in account handling-supervision and will devote full time to account work. **Herbert Halpern** promoted to radio and tv director.

◄ **John Egan,** executive producer in tv-radio programming department, Compton Adv., N. Y., elected vice president. He has been with agency since 1951.

George A. Whittington, account executive, Charles Bowes Adv. Inc., L. A., transfers to agency's S. F. office.

Clyde Ingle, account executive, Erwin, Wasey & Co. of the South, Oklahoma City, Okla., to Glenn Adv. Inc., San Antonio, Tex., in similar capacity.

Edward Cummings, media department, Burke Dowling Adams, N. Y., named media director, succeeding **James Daly,** resigned.

William Drager, director of research, Allen & Reynolds, Omaha, Neb., and **Paul S. Patterson,** advertising director, Florida Citrus Commission, Lakeland, Fla., to Liller, Neal & Battle, Atlanta, Ga., as manager of agency's market research department and account executive, respectively.

Thomas M. Wolfe, management consultant, Industrial Relations Counselors Service Inc., to Vick Chemical Co., N. Y., as communications manager.

Conrad Ulmer, assistant to president, Goold & Tierney, N. Y., to Donahue & Coe., same city, office manager and director of personnel.

Leo G. Willette, former Birmingham, Ala., newspaper and tv newsman, to Chrysler Corp., public relations department, as supervisor of program films.

Joseph F. Van Hart, day city editor, *Philadelphia Inquirer,* to Gray & Rogers, same city, public relations and publicity department.

Robert V. Fancett, formerly copy editor, *Detroit News,* to Ross Roy Inc., same city, public relations staff.

Robert R. Julin, MacFarland, Aveyard & Co., Chicago, to Compton Adv., same city, as media and research assistant.

Thomas D'Arcy Brophy, who is retiring as chairman of board of Kenyon & Eckhardt, elected president of Society for Rehabilitation of Facially Disfigured, N. Y.

Frank Finney, 84, co-founder of Street & Finney, N. Y., died at his home in Summit, N. J., Sept. 20.

Harold I. Reingold, 47, founder and president of Reingold Co., Boston, died at his home Sept. 22.

CELEBRATES 25 YEARS

Schuyler R. (Sky) Kudner, vice president of Kudner Agency, celebrated his 25th anniversary with the agency founded by his brother, the late Arthur H. Kudner, at a luncheon at the Essex Hotel last Tuesday. The celebration was attended by 12 associates, all members of the Quarter Century group. He received a remote controlled tv set, presented by J. H. S. Ellis, president of the agency and himself a charter member of the 25-year club.

NETWORKS

◄ **Robert S. Jones,** former CBS New York account executive, to Mutual Chicago as manager of midwestern operations. He succeeds **Carroll Marts** who resigned as vice president in that post [B•T, Sept. 30].

John Scuoppo, exploitation representative, NBC, named manager of field exploitation.

Norman Baer, formerly radio-tv director, Lewin, Williams & Saylor, N. Y., to Mutual, same city, executive staff. He was assigned to special events, news and sports features.

James R. Fuller, account executive, CBS Radio, to American Broadcasting Network in similar capacity.

Elizabeth Haglund, for two years public relations coordinator for NBC-TV's *Today, Home* and *Tonight* shows, named coordinator of program services for network's special projects.

Bill Barron, director of public relations, Don Lee Broadcasting System, Hollywood, resigns.

Anthony A. Cervini Jr., formerly NBC service representative supervisor, appointed station contact representative in network's station relations department.

John Irish, announcing and production staff, Mutual, named field representative in network's station relations department.

Dik Darley, formerly director of Rosemary Clooney's filmed series, *Space Patrol* and *Mickey Mouse Club,* will produce and direct NBC-TV's *Lux Show* starring Miss Clooney. **Joseph Shribman,** her personal representative, will act as co-producer.

THE TWO CHECKS Sidney P. Allen (r), sales vice president of MBS, is presenting George Comtois (l), network account executive, add up to $1,000. Mr. Comtois' bonus is the second to be awarded under the new sales incentive plan initiated by Paul Roberts, MBS president [B•T, Aug. 19]. Mr. Comtois, former sales vice president of American Broadcasting Network, joined Mutual in mid-August.

Felix Feist, producer-director of NBC-TV's *Harbor Master,* named producer of that network's series *The Californians.*

Ira Cerker, tv director, to NBC-TV as director of *True Story.* He also will alternate directing chores with **Tom Reynolds.**

Jess Oppenheimer, program creator and head writer of *I Love Lucy,* named producer for NBC's two-hour colorcast *General Motors Fiftieth Anniversary Show.* Program is scheduled to be shown Sunday, Nov. 17.

Derrick Lynn-Thomas, associate producer of NBC-TV's *Jimmy Durante Show,* named associate producer for that network's *Gisele Mackenzie Show.*

Tommy Henrich, former New York Yankee star, signed by Mutual to conduct four 5-minute sports programs on weekdays, starting Oct. 5.

George Gobel, star of his own show on NBC-TV, named head of 1958 Radio-Television-Recording-Advertising charities annual campaign.

Thomas B. McFadden, vice president in charge of NBC owned stations and NBC Spot Sales, father of boy, Matthew John, Sept. 27.

FILM

George Kellog, jingle writer, to Animation Inc., Hollywood, as head of radio division and to handle west coast tv sales.

Ralph J. Baron, account executive, Television Programs of America, named assistant eastern division manager.

Joe W. Edwards, vice president for advertising and public relations, Wells Organizations, Chicago, appointed to represent Animation Inc., Hollywood, in Chicago, Milwaukee, St. Louis and Texas. He succeeds

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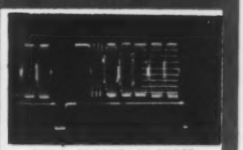
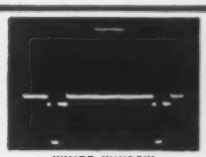


MULTI-FREQUENCY BURST AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, microwave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.

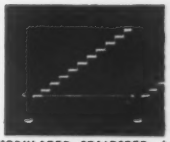


WHITE WINDOW
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.

STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.
Model 1003-C includes variable duty cycle stairstep (10-90% average picture level).

Model 608-A HI-LO CROSS FILTER for Signal analysis.

MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.

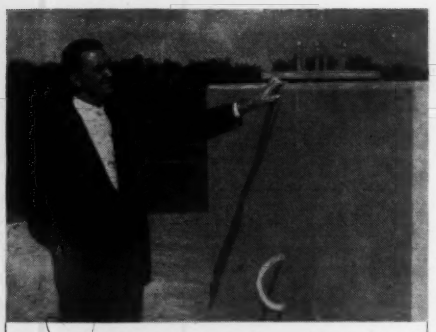
DELIVERY 30 DAYS

Literature on the above and more than 100 additional instruments for monochrome and color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment

Lincoln 1-5600



THE FACE is the same, but the setting is new. William H. Weldon, former president of Blair-Tv Inc., New York, has forsaken Madison Avenue for Jefferson City, Mo., where now he devotes full time to running KRCG-TV and off-duty hours to horses and such old-time hobbies as golf and sports cars. Here he measures the base of KRCG-TV's new tower, which by the end of this month should rise 1,012 ft. above average terrain.

Mr. Weldon's formal resignation from Blair-Tv was announced last week [AT DEADLINE, Sept. 30]. (Edward P. Shurick, vice president-station relations manager of CBS-TV, has replaced him at Blair-Tv.) He left Blair-Tv in August to look after KWOS Jefferson City, associated newspapers and KRCG-TV during the illness of Mrs. Lenore R. Goshorn, Mrs. Weldon's mother and owner of KWOS and local newspapers. By the time his mother-in-law had recovered, Mr. Weldon had become a country-life convert. KRCG-TV, owned by Mrs. Weldon, is located on Callaway Hills Farm, which boasts a stable of champion horses as well as the television studios.

Jay Norman who has resigned to devote full time to live action films.

STATIONS

Marvin A. Kempner, for past decade executive vice president, Richard H. Ullman Inc., Buffalo, N. Y., program syndicate, to WXRA and WXRC (FM), same city, as managing director. Prior to joining Ullman organization, Mr. Kempner was associated with Louis G. Cowan Enterprises, N. Y.

Carlos Rivas, executive in charge, sports and special events, KPOA Honolulu, to Big Island Broadcasting Co. (KIPA Hilo) as vice president and general manager.

Samuel G. Henderson Jr., WGAN-AM-TV Portland, Me., named manager of WGAN-TV.

John H. Hanna, methods and cost analyst, printing division, Travelers Insurance Co., to Travelers Broadcasting Services Corp. (WTIC-AM-FM-TV Hartford, Conn.) as business manager.

James R. Keen, account executive, WFIE (TV) Evansville, Ind., named program manager.

Stan Johnson, KTNT Tacoma, Wash., named retail sales manager.

Art Gordon, commercial manager, WJAR Providence, R. I., to WAHR Miami Beach, Fla., in similar capacity.

Leonard J. Ellis, account executive, WJOB-AM-FM Hammond, Ind., named commercial manager. **Bill Murphy,** chief announcer succeeds Mr. Ellis.

◄ **Bob Benson,** disc jockey, WRCV Philadelphia, promoted to director of programs. Mr. Benson has been with WRCV since 1956.

◄ **Robert Lemon,** station manager, WTTV (TV) Bloomington, Ind., joins WRCV-TV as director of programs. Mr. Lemon was with WTTV for past six years and served successively as advertising salesman, sales manager and station manager.

Donald C. Keyes, program director, KILT Houston, promoted to program director for all McLendon Corp. Stations. (KLIF Dallas, KTSA San Antonio, KILT and KTBS Shreveport, La.) He will supervise programming at KTBS. **Robert Stevens** succeeds him as KILT program director.

◄ **Dan Valentine,** program director, WFAA Dallas, to WCKR Miami in similar capacity. Mr. Valentine also will work with WCKT (TV) Miami. Both stations are owned by Biscayne Tv Corp.

William Arnold, announcer, WBEN-AM-TV Buffalo, N. Y., to WDOT Burlington, Vt., as program director.

Mary Jane Cox appointed assistant to director of research and market analysis, WBT Charlotte, N. C.

Mary Ann Magner, continuity writer, KQV Pittsburgh, named traffic director.

Leslie A. Hollingsworth, publicity and public relations director, WPIX (TV) New York, resigns effective Oct. 15.

Allen Todd, reporter and foreign correspondent, to KFOX Long Beach, Calif., as news director.

Francis P. (Bud) Sullivan, district auditor, General Motors, Chicago, to KYW-TV Cleveland, Ohio, as assistant auditor. **Jim Graner,** sportscaster, WJW, same city, joins KYW in similar capacity and **Chuck Bloom,** KLAC-TV Los Angeles, to station as traffic supervisor.

Boone Boggs, promotion director, WDBJ Roanoke, Va., named to supervise WDBJ-TV's promotion department, succeeding **Macy (Mike) Schaffer,** who has joined WAVY (TV) Portsmouth, Va.

William Chipp, engineering department, WFBM-AM-TV Indianapolis, Ind., named to supervisor position on technical staff.

Peter Anthony McMahan, formerly partner in Barnes-Chase Adv., San Diego, to KSDO, same city, as agency sales supervisor.

Philip D. Marella, WGR-TV Buffalo, N. Y., to WIIC (TV) Pittsburgh as sales representative.

Raymond J. Spahr, vice president in charge of advertising and public relations, Peoples Bank of Dayton (Ohio) to WHIO-AM-TV, same city, as account executive.

John F. X. Davis, local sales, WMEX Boston, to WILD, same city, as account executive.

Elmer F. Smith, commercial manager, KBIZ and KTVO (TV) Ottumwa, Iowa, to WNAX Yankton, S. D., as regional account executive.

Ralph Hodges, former actor in "Our Gang" comedies, program coordinator for *Panorama Pacific* and production manager of KLAS-TV Las Vegas, Nev., to KTLA (TV) Los Angeles, as producer.

D. Robert Scott, announcer, WNJR Newark, N. J., to WHBI, same city, as announcer and assistant producer of *U. S. A. Show.*

Tom York, WMCT (TV) Memphis, Tenn., and **Joe Halburnt Jr.,** WTVW (TV) Evansville, Ind., both announcers, to WBRC-TV Birmingham, Ala., in similar capacities.

ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON
RCA 6146

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 404-page 1958 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

Charles Mertz, formerly disc jockey, WTNS Cochocton, to WMRN Marion, both Ohio, as announcer and music librarian.

John McCullough, formerly manager of Navy Armed Forces Radio Service in Philadelphia, to WNDU South Bend, Ind., announcing staff.

Jack R. ReVoyr, formerly with WHA-AM-TV Madison, Wis., to announcing staff of WTMJ-AM-TV Milwaukee.

Al (Jazzbo) Collins, disc jockey, WRCA New York, to KUTV (TV) Salt Lake City, Utah, and its affiliate KALL in that city.

Roger Sheldon, formerly with KGIL San Fernando, KFMU (FM) Glendale, both California, and KRHM (FM) Los Angeles, to KFMB San Diego.

Bob Adams, sales manager and store manager, Firestone Tire & Rubber Co., Wichita, Kan., to KFH, same city, sales staff. **Mack Sanders,** formerly with KMA Shenandoah, Iowa, to KFH as m.c. of *Chow Time*.

Guy H. Popham Jr., farm director of KGUL-TV Galveston, Tex., to KNOE-TV Monroe, La., service and promotion department.

Howard James, formerly on news staff of WJIM Lansing and news director, WDMJ-TV Marquette, to WOOD-AM-TV Grand Rapids, all Michigan, news staff.

Robert Hyland, general manager, KMOX St. Louis, elected to board of directors, Municipal Theatre Assn., same city.

Rollie Thomas, sports director, KFI Los Angeles, shot 145 (1 over par) Sept. 29 to win senior golf championship of state of Nevada.

REPRESENTATIVES

◄ **George C. Castleman,** tv new business development manager, Peters, Griffin, Woodward, named vice president in addition to his present post. Before joining PGW in 1955, Mr. Castleman was with CBS Spot Sales for four years and also was vice president of Bermingham, Castleman & Pierce.

◄ **William C. Brearley,** radio sales, George P. Hollingbery Co., N. Y., named eastern sales manager. Mr. Brearley has been with Hollingbery for past six years.

George B. Hager, sales staff, American Can Co., to John Blair & Co., S. F., as account executive.

Don Staley, Pacific Coast manager, Weed Television, S. F., and **Andrew K. Leach,** tv sales service representative, NBC Network tv department, to Katz Agency, N. Y., tv sales staff. **Clifford Hahne,** assistant manager, KIXL Dallas, to Katz radio sales staff in that city.

PROGRAM SERVICES

David D. Lewis, United Press, Atlanta staff correspondent, appointed bureau manager of newly-opened UP bureau in Mobile, Ala. Bureau will take over coverage of southern Alabama and coordinate coverage activities in three-state gulf coast area including parts of northwest Florida and Mississippi.

Mrs. Clement Brooks Botchford, in charge of personnel and assistant to comptroller, ASCAP, N. Y., died Sept. 29 after brief illness. Mrs. Botchford began her employ with ASCAP in 1919. Her duties included supervision of distribution of royalties to members.

PROFESSIONAL SERVICES

Frederick George Horan, formerly associated with Sun Oil Co., to Endorsements Inc., N. Y., as account executive.

TRADE ASSNS.

Stanley Raiff, public relations consultant in San Francisco and New York, has joined NARTB public relations staff.

MANUFACTURING

George I. Long Jr., president, Ampex Corp, Redwood City, Calif., to ORRadio Industries Inc., Opelika, Ala., board of directors, succeeding late **Lt. Gen. Lewis A. Pick.**

Woodham W. Cauley, certified public accountant, Whatley & Cauley, Opelika, Ala., to ORRadio Industries Inc., same city, as comptroller.

G. W. Duckworth, manager of cathode ray and power tube market planning, RCA, named marketing manager of industrial tube products activity, electronic tube division. Other appointments: **C. F. Nesslage,** manager of controls and standards, cathode ray and power tube operations becomes administrator, operating financial controls; **E. E. Spitzer,** manager of cathode ray and power tube engineering, named engineering manager, and **E. M. Woods,** manufacturing manager, cathode ray and power tubes, appointed production manager.

◄ **William G. Fockler,** previously assistant engineering manager of technical products division, Allen B. DuMont Labs, named manager of technical products engineering, succeeding **Arthur J. Talamini,** who resigned to join Electro Tec, South Hackensack, N. J.

Hugh H. Engelman manager of advertising administration, Motorola Inc., Chicago, promoted to manager of tv advertising and sales promotion.

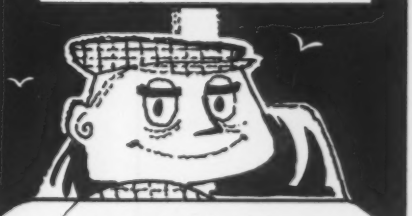
You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

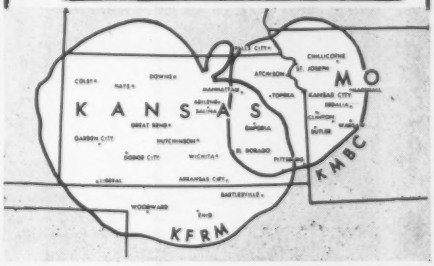
Radio Chicago WJJD

Radio Memphis WMPS



Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

Kansas is FREE When You Buy KMBC *in Kansas City, Missouri*

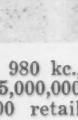


BUY KMBC—5,000 watts on 980 kc., to reach 2,340,560 people; $3,945,000,000 spendable income; $2,949,000,000 retail sales.

GET KFRM—5,000 watts on 550 kc.—for the state of Kansas *FREE!* It's your *bonus* market of 1,927,150 population; $3,115,468,810 spendable income; $2,321,-148,648 retail sales.

KMBC-KFRM, the only bonus-buy radio stations in the Heart of the Nation.

For choice availabilities, call your colonel from Peters, Griffin, Woodward, Inc.



DON DAVIS, President
JOHN SCHILLING, Executive Vice-President
GEORGE HIGGINS, V.P. and Sales Manager
DICK SMITH, Manager, KMBC-KFRM

KMBC of Kansas City
KFRM for the State of Kansas

1 in the Heart of America

abc

NIGHTTIME

WSAZ-TV

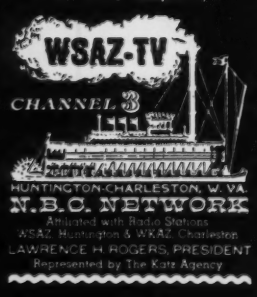
DELIVERS 1000 HOMES BETWEEN 7:30 and 10:30 P. M. FOR $1.30

The second station's cost per thousand homes is $2.39 84% Higher

The third station's cost per thousand homes is $5.42 317% Higher

AND ANYTIME WSAZ-TV delivers ONE THIRD more total homes than both other Huntington-Charleston Stations COMBINED

Source: June 1957 ARB
All figures based on 260-time frequency



CALL YOUR KATZ MAN

ing and entertaining. It was not always exciting. In explaining America and her music to Mr. Harrison at one point in the show, Miss Channing said, "We got everything we got from everybody—and made it our own." Perhaps "Crescendo's" problem was the impossibility of giving all that "everything" to everybody at one time.

Production costs: $450,000-$500,000
Sponsored by Du Pont through BBDO on CBS-TV, Sun. (once a month), 9-10:30 p.m. EDT. Started Sept. 30
Executive producer: Richard Lewine; producer: Paul Gregory; director: Bill Colleran; writers: Peter Ustinov and Leslie Stevens; musical director: Paul Weston; choral director: Norman Luboff; choreographer: Eugene Loring; scenic designer: Paul Barnes; costume designer: Saul Bolasni
Stars: Rex Harrison, Julie Andrews, Stanley Hollaway, Louis Armstrong, Eddy Arnold, Diahann Carroll, Benny Goodman, Mahalia Jackson, Sonny James, Stubby Kaye, Peggy Lee, Lizzie Miles, Carol Channing, Turk Murphy, Dinah Washington

THE GEORGE GOBEL SHOW & THE EDDIE FISHER SHOW

Some say it's not a season for comedians on tv. But the new alternate-week, hour format looks like the best break for George Gobel (and the viewer, too) for some time.

There's more excitement in the new show than in last season's half-hour series.

Jeff Donnell as the star's wife has been liberated from aprons and dustmops and launched as a comic singer. The master gets to do his stand-up bits unfettered by a mandatory "situation" and spelled by guest acts.

Much of the Gobel opener was a satire on several facets of the tv trade—color, sales presentations, survey methods (energetically handled by interviewers Tommy Noonan and Pete Marshall) and spectacular shows. The point at times may have been more obvious to the trade than to Viewer Doe, but the bits were in themselves funny enough to succeed without satire.

On the Eddie Fisher opener, the hour was full of songs, including numbers in which the singer teamed up with wife Debbie and on another occasion with Mr. Gobel. Producer Mike Todd was on hand, too, with a few sequences only mildly amusing. But as a musical counterpart to the alternate week's comedy antics, last Tuesday's Fisher program was a nice change of pace.

The idea of having Mr. Gobel and Eddie Fisher appear as guests on each other's shows should whet audience appetites in a complementary way. From the sparkle of the openers in this tandem series, it appears as if Saturday night television had better look to its laurels. There's quite a Saturday feeling about this Tuesday show.

Production costs: $80,000
Sponsored in color on NBC-TV, Tuesday, 8-9 p.m. EDT by Liggett & Myers Tobacco Co. through McCann-Erickson, Whirlpool Corp. and RCA, both through Kenyon & Eckhardt. Reviewed Sept. 24 and Oct. 1
Producer-director: Allen Handley (Gobel); producer: Julie Styne (Fisher); director: Barry Shear (Fisher)

THE COURT OF LAST RESORT

On May 23, 1935, a man known as Gordon Wallace was implicated in the murder of a trucking racketeer "somewhere in New England" and on the flimsy evidence of a vengeful widow (whose husband was killed earlier on that racketeer's order) was sentenced to life imprisonment. Twenty-two years later Mr. Wallace (a fictional name) attempted suicide in the prison shoe repair shop and by this desperate act attracted the merciful attention of the Court of Last Resort, a body of seven crime detection experts dedicated to the release of wrongfully-convicted felons. Before the program ended, their legal and detecting spadework reversed the sentence and freed Gordon Wallace. The Wallace case has, like the others to be aired, already appeared in *Argosy* magazine, and while the tv version was considerably removed from the actual magazine "case" (which took place in Detroit during the bootleg era), the initial episode showed considerable merit.

Founded in 1948 by mystery writer Erle Stanley Gardner and *Argosy* Publisher Harry Steeger, the Court is dedicated to the proposition that the *real* court of last resort is "the people." It is hoped that the series will rally public support to the selfless work of these seven individuals, and well it might—and should. (Mr. Gardner recalled last week that over the past nine years he had spent some $25,000, non-reimbursable).

Naturally, it is somewhat hard to digest what could amount to over three years of work into a scant 30 minutes, but producer Elliott Lewis (of radio's *The Clock* and *Suspense* fame) is an old hand at coming up with plausible, taut and professionally-executed plays. Truth, especially in radio-tv dramatizations, has been particularly prone to perversion through purported "fictionalization" ("all places, names and dates have been changed to protect the innocent," ad nauseum) but the people behind this new tv series have carefully avoided hoking up material that is exciting enough by itself. They, as well as the makers of Old Gold cigarettes (who can't honestly claim to sponsor the series as "a public service" but who do admit their "happiness" to be associated with the programs) ought to be commended for bringing the court's exciting work to the attention of millions of non-*Argosy* readers.

Production costs: Approximately $35,000
Sponsored by P. Lorillard Co. (Old Gold), through Lennen & Newell, on NBC-TV, Fri. 8-8:30 p.m. EDT. Premiered Oct. 4
Executive producer: Jules C. Goldstone; producer: Elliott Lewis; director (on initial show): John Meredyth Lucas; film editor: Sherman Todd; script editors: Sherman Todd and Anthony Ellis; packaged by Walden Productions Inc. in association with Paisano Productions, Hollywood

B•T TELESTATUS

A QUARTERLY SITUATION REPORT ON PRESENT AND PLANNED TV STATIONS
Published in first issue of each quarter

October 1957
Total U. S. Stations on Air: 512
(Commercial: 488; Educational: 24)
(Includes Alaska, Guam, Hawaii, Puerto Rico)
Total Cities with On-Air Stations: 326
Total Tv Homes: 38,700,000
(B•T Estimate as of Jan. 1, 1957)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date when known.

Channel number is in parentheses, followed by national network affiliations and sales representatives, and station's highest one-time hourly rate.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N. equipped for network color; LS. local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
►**WAIQ (*2)**

BIRMINGHAM—
►**WABT (13)** NBC, ABC; Harrington, Righter, Parsons; N, LF, LS; $800
►**WBIQ (*10)**
►WBRC-TV (6) CBS; Katz; N; $850
WBMG (42) 11/29/56-Unknown

DECATUR—
►**WMSL-TV (23) NBC, CBS, ABC;** McGillvra; N; $150

DOTHAN—
►WTVY (9) CBS, ABC; Young; N; $150

FLORENCE—
WOWL-TV (15) 1/30/57-October; Forjoe; $200

MOBILE—
►WALA-TV (10) NBC, ABC; H-R; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; N; $450

MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Young, N; $200
►WSFA-TV (12) NBC, ABC; Katz; N; $450

MUNFORD†—
►**WTIQ (*7)**

SELMA†—
WSLA (8) 2/52/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; N; $450

PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; N; $550
►KPHO-TV (5) Katz; N; $450
►KTVK (3) ABC; Weed; N, LF, LS; $400

TUCSON—
►KGUN-TV (9) ABC; Headley-Reed; N, LF, LS; $300
►KOLD-TV (13) CBS; Hollingbery; N; $300
►KVOA-TV (4) NBC; Branham; N; $300

YUMA—
►KIVA (11) CBS, NBC; Hollingberry; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
►KRBB (10) NBC (ABC, CBS per program basis); O'Connell; $200

FORT SMITH—
►KFSA-TV (22) NBC, ABC; Venard; $200
►KNAC-TV (5) CBS; H-R; $250

JONESBORO†—
KBTM-TV (4) 1/12/55-Unknown (Satellite of KATV Pine Bluff)

LITTLE ROCK—
►KARK-TV (4) NBC; Petry; N; $500
►KTHV (11) CBS; Branham; N; $450
►**KATV (7) (See Pine Bluff)**

PINE BLUFF—
►KATV (7) ABC; Branham; N; $450

TEXARKANA—
►**KCMC-TV (6) (See Texarkana, Tex.)**

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) CBS, ABC; Weed; $350
►KERO-TV (10) NBC; Petry; N; $500

BERKELEY (SAN FRANCISCO)—
►**KQED (*9)**

CHICO—
►KHSL-TV (12) CBS, ABC; Avery-Knodel; N; $250

EUREKA
►KIEM-TV (3) CBS, ABC, NBC; Blair Tv Assoc.; $250
KHUM-TV (13) 1/16/56-Unknown

FRESNO—
►KFRE-TV (12) CBS; Blair; N, LF, LS; $650
►KJEO (47) ABC; Branham; N, LL, LS; $600
►KMJ-TV (24) NBC; Raymer; N, LF, LS; $550
KVVG (27) (See Tulare, Calif.)
KBID-TV (53) See footnote

LOS ANGELES
►KABC-TV (7) ABC; Katz; $2,600
►KCOP (13) Petry; $1,250
►KHJ-TV (9) H-R; N; $1,750
►KNXT (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $3,500
►KRCA (4) NBC; NBC Spot Sls.; N, LL, LS, LF; $3,600
►KTLA (5) Peters, Griffin, Woodward; N, LS, LF, LL; $1,500
►KTTV (11) Blair; $2,000
KBIC-TV (22) 2/10/52-Unknown

MODESTO†—
KTRB-TV (14) 2/17/54-Unknown

OAKLAND (SAN FRANCISCO)—
KTUV (2) Initial Decision 6/20/56

REDDING—
►KVIP-TV (7) NBC, ABC; Hollingbery; N; $250

SACRAMENTO
►KBET-TV (10) CBS; H-R; N, LF, LS; $850
►KCRA-TV (3) NBC; Petry; N, LF, LS; $900
KGMS-TV (46) 3/2/56-Unknown

SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; N; $425

SAN DIEGO—
►KFMB-TV (8) CBS; Petry; N; $900
►KFSD-TV (10) NBC; Katz; N; $850

SAN FRANCISCO—
►KGO-TV (7) ABC; Blair; $1,700
►KPIX-TV (5) CBS; Katz; N, LF, LS; $1,700
►KRON-TV (4) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,700
►KSAN-TV (32) Stars National; $115
KBAY-TV (20) 3/11/53-Unknown
KPRT (26) 12/20/56-Unknown
KTUV (2) (See Oakland)

SAN JOSE†—
►KNTV (11) ABC, CBS, NBC; Weed; N; $250

SAN LUIS OBISPO—
►KSBY-TV (6) ABC, CBS; H-R; $220

SANTA BARBARA—
►KEYT (3) NBC, ABC, CBS; Hollingbery; N; $450

STOCKTON†—
►KOVR (13) ABC, CBS; Hollingbery; N; $650

TULARE—
KVVG (27) Bernard; $325 (plans to resume on air Nov. 1)

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; $250
►KRDO-TV (13) NBC; Pearson; $175

DENVER—
►**KBTV (9) ABC; Peters, Griffin, Woodward;** N; $750
►KLZ-TV (7) CBS; Katz; N; $750
►KOA-TV (4) NBC; NBC Spot Sls.; N; $750
►KRMA-TV (*6) LL, LF, LS
►KTVR (2) Blair Tv Assoc.; $500

GRAND JUNCTION†—
►KREX-TV (5) NBC, CBS, ABC; Holman; $150

MONTROSE—
►KFXJ-TV (10) (Satellite of KREX-TV Grand Junction)

PUEBLO—
►KCSJ-TV (5) NBC; Pearson; $155

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC; Young; $200
WCTB (*71) 1/29/53-Unknown

HARTFORD—
►WHCT (18) CBS; CBS Spot Sls.; $650
►WTIC-TV (3) Harrington, Righters & Parsons; $800
WCHF (*24) 1/29/53-Unknown

NEW BRITAIN—
►WNBC (30) NBC; NBC Spot Sales; N; $600

NEW HAVEN†—
►WNHC-TV (8) ABC; Katz; N, LF, LS; $1,200
WELI-TV (59) 6/24/53-Unknown; H-R

NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown

NORWICH†—
WCNE (*63) 1/29/53-Unknown

STAMFORD†—
WSTF (27) 5/27/53-Unknown

WATERBURY—
►WATR-TV (53) ABC; Stuart; $200

DELAWARE

WILMINGTON—
►WVUE-TV (12) Katz; N, LS, LF; $1,600

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; H-R; N; $1,500
►WRC-TV (4) NBC; NBC Spot Sls.; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; N, LF, LS; $1,800
►WTTG (5) Weed; $1,000
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
►WESH-TV (2) Petry; N; $200

FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; $500

FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; $150

FORT PIERCE†—
WTVI (19) 4/19/55-Unknown

JACKSONVILLE—
►WFGA-TV (12) NBC; Peters, Griffin, Woodward; $600
►WJHP-TV (36) NBC, ABC; Petry; N; $300
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; N; $850
WJCT (*7) 2/28/57-December

MIAMI—
►WCKT (7) NBC; NBC Spot Sls.; N, LF; $950
►WITV (17) See Fort Lauderdale
►WPST-TV (10) ABC; H-R; N; $825
►WTHS-TV (*2)
►WTVJ (4) CBS; Peters, Griffin, Woodward; N, LL, LF, LS; $1,000
WGBS-TV (23) (See footnote)
WMFL (33) 12/9/53-Unknown

ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Blair Tv Assoc.; N; $450
WEAL-TV (18) 9/21/55-Unknown
WLOF-TV (9) 6/7/57-Unknown

PANAMA CITY—
►WJDM (7) ABC, CBS, NBC; Hollingbery; $150

PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; N; $300
WPFA-TV (15) See footnote

ST. PETERSBURG—
►WSUN-TV (38) ABC; Venard; $400

TALLAHASSEE—
►**WCTV (6) See Thomasville, Ga.**

TAMPA—
►WFLA-TV (8) NBC; Blair Tv; N, LF, LS; $850
►WTVT (13) CBS; Katz; N, LF, LS; $850
Florida West Coast Educational Television Inc. (*3) 9/19/57-Unknown

WEST PALM BEACH—
►WEAT-TV (12) ABC, CBS; Venard; $250
►WPTV (5) NBC, CBS; Blair Tv Assoc.; N; $275

GEORGIA

ALBANY†—
►WALB-TV (10) NBC, ABC; Venard; N; $250

ATHENS†—
WGTV (*8) 9/5/56-November

ATLANTA—
►WAGA-TV (5) CBS; Katz; N, LS, LF; $1,000
►WLWA (11) ABC; Crosley; N; $900
►WSB-TV (2) NBC; Petry; N, LS, LF; $1,000
WETV (*30) 3/21/56-Unknown
WATL-TV (36) See footnote

AUGUSTA—
►WJBF (6) NBC, ABC; Avery-Knodel; N; $350
►WRDW-TV (12) CBS; Branham; $350

COLUMBUS—
►WRBL-TV (4) CBS, ABC; Hollingbery; N; $400
►WTVM (28) NBC, ABC; Headley-Reed; N; $300

MACON—
►WMAZ-TV (13) CBS, ABC, NBC; Avery-Knodel; N; $400

SAVANNAH—
►**WSAV-TV (3)** NBC, ABC; Blair Tv Assoc.; N; $300

B·T TELESTATUS

► WTOC-TV (11) CBS, ABC; Avery-Knodel; N; $300

THOMASVILLE—
► WCTV (6) NBC, CBS, ABC; Blair Tv Assoc.; $350

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; $250
► KIDO-TV (7) ABC, NBC; Blair Tv Assoc.; N; $250

IDAHO FALLS—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; $225

LEWISTON†—
► KLEW-TV (3) CBS, ABC, NBC; Weed; $150 (satellite of KIMA-TV Yakima, Wash.)

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; $175
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
WBLN (15) See footnote

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; N; $900
Plains Television Corp. (33) 9/19/57-Unknown

CHICAGO—
► WBBM-TV (2) CBS; CBS Spot Sls.; N; $3,900
► WBKB (7) ABC; Blair; $2,400
► WGN-TV (9) Petry; N, LL, LF, LS; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; $150

DECATUR—
► WTVP (17) ABC; Gill-Perna; $350

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) NBC, ABC; Walker; $150

LA SALLE
WEEQ-TV (35) 2/13/57-October; NBC; Headley-Reed; $475 (affiliate of WEEK-TV Peoria)

PEKIN—
WPKN (69) 2/13/57-Unknown

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; N; $600
► WTVH (19) ABC; Petry; N; $550
WIRL-TV (8) 6/27/56 (Construction prohibited until completion of deintermixture rulemaking.)
WMBD-TV (31) 6/27/56-January; CBS; Peters, Griffin, Woodward

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) NBC, ABC; Young; N; $350
► KHQA-TV (7) See Hannibal, Mo.

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; N; $800

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; N, LF, LS; $450
► WTVO (39) NBC; Headley-Reed; N; $350

SPRINGFIELD—
► WICS (20) NBC, ABC; Young; N; $250
WMAY-TV (2) 6/27/56 (Ordered to show cause why station should not operate on ch. 36).

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown; $150

BLOOMINGTON—
► WTTV (4) Meeker; N; $1,000

ELKHART (SOUTH BEND)—
► WSJV (52) ABC; H-R; $300

EVANSVILLE—
► WFIE-TV (14) NBC; Venard; N; $350
► WEHT (50) See Henderson, Ky.
► WTVW (7) ABC; Hollingbery; N, LF, LS; $350

FORT WAYNE—
► WANE-TV (15) CBS; Petry; N; $500
► WKJG-TV (33) NBC; Raymer; N; $450

HATFIELD—
WVSJ-TV (9) Initial Decision-2/18/57

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; N, LL, LF, LS; $1,200
► WISH-TV (8) CBS; Bolling; N, LF, LS; $1,300
► WTTV (4) See Bloomington
WLWI (13) 3/8/57-Unknown; ABC; Crosley; $1,100

LAFAYETTE—
► WFAM-TV (59) CBS, NBC; Rambeau; N; $200

MUNCIE—
► WLBC-TV (49) NBC, ABC, CBS; Holman; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

ROANOKE—
► WPTA (21) ABC; Meeker; $400

SOUTH BEND (ELKHART)—
► WNDU-TV (16) NBC; Petry; N; $500
► WSBT-TV (34) CBS; Raymer; N; $500

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; N; $500

IOWA

AMES—
► WOI-TV (5) ABC, CBS, NBC; Weed; N; $650

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Weed; N; $425
► WMT-TV (2) CBS; Katz; N; $625

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $700
► WHO-TV (13) NBC; Peters, Griffin, Woodward; N, LF, LS; $700
KDPS-TV (11*) 12/12/56-Unknown
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC, CBS; Pearson; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; $350

OTTUMWA—
► KTVO (3) See Kirksville, Mo.

SIOUX CITY—
► KTIV (4) NBC, ABC; Hollingbery; N; $350
► KVTV (9) CBS, ABC; Katz; N; $425

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; N; $625

KANSAS

ENSIGN—
► KTVC (6) ABC, CBS; Katz; $100 (satellite of KAKE-TV Wichita)

GARDEN CITY—
KGLD (11) 6/14/57-Unknown (satellite of KCKT Great Bend)

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC, ABC; Bolling; N, LS; $250

HAYS—
KAYS-TV (7) 5/29/57-Unknown

HUTCHINSON (WICHITA)—
► KAKE-TV (10) See Wichita
► KARD-TV (3) See Wichita
► KTVH (12) CBS; H-R; N; $575

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; N; $360

TOPEKA—
► WIBW-TV (13) CBS, ABC; Avery-Knodel; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; N; $675
► KARD-TV (3) NBC; Petry; N, LL, LF, LS; $650
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WALN-TV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Young; N; $400

LEXINGTON—
► WKXP-TV (27) Pearson; $251.30
► WLEX-TV (18) NBC, ABC, CBS; Bolling; N; $218.50

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons; N; $1,000
WQXL-TV (41) Forjoe; 1/15/53-Unknown
WKLO-TV (21) See footnote

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

PADUCAH†—
► WPSD-TV (6) NBC; Pearson; $400

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Blair Tv Assoc.; $250

NEW TV STATIONS

THE following tv stations started regular programming within the past three months:

KGEZ-TV (ch. 9) Kalispell, Mont.; KPLO-TV (ch. 6) Reliance, S. D.; KTVC (ch. 6) Ensign, Kan.; WPST-TV (ch. 10) Miami; WIIC (ch. 11) Pittsburgh; WAVY-TV (ch. 10) Portsmouth, Va.; KTCA-TV (ch. 2*) Minneapolis; KSPR-TV (ch. 6) Casper, Wyo.; WWL-TV (ch. 4) New Orleans; WHYY-TV (ch. 35*) Philadelphia; WTIC-TV (ch. 3) Hartford, Conn.; KETV (ch. 7) Omaha, Neb.; WKXP-TV (ch. 27) Lexington, Ky.; WPTA (ch. 21) Roanoke, Ind.; CHBC-TV (ch. 2) Kelowna, B. C., and CHAT-TV (ch. 6) Medicine Hat, Alta.

► WBRZ (2) NBC, ABC; Hollingbery; N; $400
WCNS (40) 7/19/56-Unknown

LAFAYETTE—
► KLFY-TV (10) CBS; Young; N; $250

LAKE CHARLES
► KPLC-TV (7) NBC, ABC; Weed; $250
► KTAG (25) CBS; Raymer; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; N; $400
KLSE (*13) 12/14/56-Unknown

NEW ORLEANS—
► WDSU-TV (6) NBC; Blair; N, LL, LF, LS; $1,100
► WJMR-TV (20) CBS, ABC; Weed; N; $600
► WWL-TV (4) CBS; Katz; N, LF; $900
► WYES (*8)
WCKG (26) 4/2/53-Unknown; Gill-Perna
WWEZ-TV (32) 9/26/56-Unknown

SHREVEPORT—
► KSLA-TV (12) CBS, ABC; Raymer; N; $500
► KTBS-TV (3) NBC, ABC; Petry; N; $500

MAINE

AUGUSTA—
WPTT (10) 11/14/56-Unknown

BANGOR—
► WABI-TV (5) NBC, ABC; Hollingbery; N; $350
► WTWO (2) CBS; Venard; $300

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; N; $500
► WGAN-TV (13) CBS; Avery-Knodel; N; $500

PRESQUE ISLE—
► WAGM-TV (8) CBS; Venard; $150

MARYLAND

BALTIMORE—
► WBAL-TV (11) NBC; Petry; N, LL, LS, LF; $1,500
► WJZ-TV (13) ABC; Blair Tv; N; $1,400
► WMAR-TV (2) CBS; Katz; N, LF, LS; $1,500
WITH-TV (72) 12/18/52-Unknown; Forjoe
WTLF (18) 12/9/53-Unknown

SALISBURY—
► WBOC-TV (16) ABC, CBS; Headley-Reed; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward N, LS, LF; $2,400
► WGBH-TV (*2)
► WNAC-TV (7) CBS, ABC; H-R; N; $3,000
► WMUR-TV (9) See Manchester, N. H.
WHDH-TV (5) 4/26/57-October; ABC; Blair Tv; N, LL, LF, LS; $2,500
WXEL (38) 10/12/55-Unknown
WJDW (44) 3/12/53-Unknown

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See footnote

GREENFIELD—
WRLP (32) 7/5/56-Unknown (Satellite of WWLP Springfield, Mass.)

PITTSFIELD†—
► WCDC (19) Harrington, Righter & Parsons (Satellite of WCDA Albany, N. Y.)

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; N; $600
► WWLP (22) NBC, ABC; Hollingbery; N, LS; $600

WORCESTER—
WWOR-TV (14) See footnote

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW, FLINT)—
► WNEM-TV (5) NBC, ABC; Petry; N, LF, LS; $800

CADILLAC—
► WWTV (13) CBS, ABC; Hollingbery; $350

CHEBOYGAN—
WTCM-TV (4) Initial Decision-6/21/57

DETROIT—
► WJBK-TV (2) CBS; Katz; N, LL, LF, LS; $2,600
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; N, LF, LS; $2,400
► WXYZ-TV (7) ABC; Blair; N; $2,200
► CKLW-TV (9) CBC; Young; $1,200 (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) 5/12/54-Unknown

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; N; $1,175
WMCM (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; N; $1,300

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Peters, Griffin, Woodward; N, LF, LS; $1,000
WTOM-TV (54) See footnote

B·T TELESTATUS

MARQUETTE†—
► WDMJ-TV (6) CBS, ABC; Weed; $200
ONONDAGO—
State Board of Agriculture and Tv Corp. of Mich. (sharetime) (10) Initial Decision—3/6/57
PORT HURON—
WHLS-TV (34) 11/14/56-Unknown
SAGINAW (BAY CITY, MIDLAND)
► WKNX-TV (57) CBS, ABC; Gill-Perna; N; $375
TRAVERSE CITY—
► WBPN-TV (7) NBC; Holman; N; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; N; $450
► **WDSM-TV (6) See Superior, Wis.**
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KMGM-TV (9) Branham; $1,000
► KSTP-TV (5) NBC; Petry; N, LS, LF; $1,650
► KTCA-TV (*2)
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,600
► WTCN-TV (11) ABC; Katz; $1,200
ROCHESTER—
► KROC-TV (10) NBC; Meeker; N; $250

MISSISSIPPI

BILOXI†—
WVMI-TV (13) 8/1/57-Unknown
COLUMBUS—
► WCBI-TV (4) CBS, NBC, ABC; Everett-McKinney; $180
GULFPORT—
State Telecasting Corp. (56) 8/1/57-Unknown
HATTIESBURG—
► WDAM-TV (9) NBC, ABC; Pearson; N; $175
JACKSON—
► WJTV (12) CBS, ABC; Katz; N; $400
► WLBT (3) NBC, ABC; Hollingbery; N; $400
LAUREL—
WTLM (7) 2/21/57-Unknown
MERIDIAN—
► WTOK-TV (11) CBS, ABC, NBC; Headley-Reed; N; $250
WCOC-TV (30) See footnote
TUPELO—
► WTWV (9) NBC; $150

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS; Headley-Reed; N; $600
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; $250
HANNIBAL (QUINCY, ILL.)
► KHQA-TV (7) CBS; Weed; N; $350
► **WGEM-TV (10) See Quincy, Ill.**
JEFFERSON CITY—
► KRCG (13) CBS, ABC; Blair Tv Assoc.; $300
JOPLIN—
► KODE-TV (12) CBS, ABC; Avery-Knodel; N; $300
KANSAS CITY—
► KCMO-TV (5) CBS; Katz; N, LL, LF, LS; $1,350
► KMBC-TV (9) ABC; Peters, Griffin, Woodward; N; $660 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; N, LF, LS; $1,060
KIRKSVILLE—
► KTVO (3) CBS, NBC; Bolling; $300
ST. JOSEPH—
► KFEQ-TV (2) CBS, ABC; Blair Tv Assoc.; $400
ST. LOUIS—
► **KETC (*9)**
► KSD-TV (5) NBC; NBC Spot Sls.; N, LS, LF; $1,200
► KTVI (2) ABC; Blair Tv Assoc.; $1,000 (operating temporarily on ch. 2)
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
KMOX-TV (11) 3/29/57-December; CBS; CBS Spot Sales
SEDALIA†—
► KDRO-TV (6) Pearson; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; N; $325
► KYTV (3) NBC, ABC; Hollingbery; N; $325

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC; Headley-Reed; $200
KGHL-TV (8) 11/23/55-January
BUTTE†—
► KXLF-TV (4) ABC; $100
KOPR-TV (6) 8/1/57-Unknown
GLENDIVE—
KXGN-TV (5) 3/13/57-October 15; CBS; Webb; $125
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $200
Cascade Broadcasting Co. (3) 5/29/57-Unknown
HELENA
KABL-TV (10) 2/13/57-Unknown
KXLJ-TV (12) 2/13/57-Unknown (Satellite of KXLF-TV Butte, Mont.)
KALISPELL†—
► KGEZ-TV (9) CBS; Cooke; $125
MISSOULA—
► KMSO-TV (13) CBS, ABC, NBC; Gill-Perna; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; N; $250
HAYES CENTER—
► **KHPL-TV (6) (Satellite of KHOL-TV Holdrege)**
HAY SPRINGS—
KDUH-TV (4) 8/1/57-November; Headley-Reed; $150 (satellite of KOTA-TV Rapid City, S. D.)
KEARNEY (HOLDREDGE)—
► KHOL-TV (13) CBS, ABC; Meeker; N; $300
LINCOLN—
► KOLN-TV (10) CBS, ABC; Avery-Knodel; $450
► **KUON-TV (*12)**
NORTH PLATTE—
KWSL (2) 8/1/57-Unknown
OMAHA—
► KETV (7) ABC; H-R; $900
► KMTV (3) NBC; Petry; N, LL, LS, LF; $900
► WOW-TV (6) CBS; Blair; N; $900
SCOTTSBLUFF†—
► KSTF (10) (Satellite KFBC-TV Cheyenne)

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Avery-Knodel; N; $275
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; N; $250
► **KLRJ-TV (2) See Henderson**
► KSHO-TV (13) Forjoe; $200
RENO—
► KOLO-TV (8) CBS, ABC, NBC; Pearson; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS; Forjoe; $700
MT. WASHINGTON†—
► **WMTW (8) See Poland Spring, Me.**

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WOCN (52) 1/8/53-Unknown
WHTO-TV (46) See footnote
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Forjoe; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Branham; N; $400
► KOAT-TV (7) ABC; Bolling; N; $300
► KOB-TV (4) NBC; Petry; N; $410
CARLSBAD—
► KAVE-TV (6) CBS, ABC, NBC; Branham; $150
CLOVIS—
► KICA-TV (12) CBS; Pearson; $150
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; N; $250
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► **WCDA (41) CBS; Harrington, Righter & Parsons; N; $400** (has temporary authority to operate on ch. 10 Vail Mills, N. Y.)
► WTRI (35) ABC; Venard; $400 (has temporary authority to operate on ch. 13)
WPTR-TV (23) 6/10/53-Unknown
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; $1,000
WINR-TV (40) 9/29/54-October 15; NBC; Hollingbery; $300
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► **WBEN-TV (4) CBS; Harrington, Righter & Parsons; N, LS, LF, LL; $1,050**
► WBUF (17) NBC; NBC Spot Sls.; N; $650
► WGR-TV (2) ABC; Peters, Griffin, Woodward; N; $1,025
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52-Unknown
Great Lakes Tv Inc. (7) Initial Decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC (NBC per program basis); Weed; $250
ELMIRA—
► WSYE-TV (18) NBC, ABC; Harrington, Righter & Parsons; N; $100 (Satellite WSYR-TV Syracuse)
WTVE (24) See footnote
HAGAMAN—
► WCDB (29) (Satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID (PLATTSBURG)—
► WPTZ (5) NBC, ABC; Blair Tv Assoc.; N; $400
NEW YORK—
► WABC-TV (7) ABC; Blair; $4,150
► WABD-TV (5) Weed; N, LL, LF, LS; $3,000
► WCBS-TV (2) CBS; CBS Spot Sls.; N, LS, LF, LL; $8,000
► WOR-TV (9) H-R; $3,000
► WPIX (11) Peters, Griffin, Woodward; $2,000
► WRCA-TV (4) NBC; NBC Spot Sls.; N, LS, LF, LL; $9,200
► **WATV (13) See Newark, N. J.**
WREG (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
WKNY-TV (66) See footnote
ROCHESTER—
► WHEC-TV (10) CBS, ABC; Everett-McKinney; N; $800
► WROC-TV (5) NBC, ABC; Peters, Griffin, Woodward; N; $700
► WVET-TV (10) CBS, ABC; Bolling; N, LF, LS; $800
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; N; $1,100
SYRACUSE—
► WHEN-TV (8) CBS, ABC; Katz; N; $1,000
► **WSYR-TV (3) NBC; Harrington, Righter & Parsons; N, LS, LF; $1,100**
WHTV (*43) 9/18/52-Unknown
UTICA—
► WKTV (2) NBC, ABC, CBS; Cooke; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) NBC, CBS; Bolling; $150
► WLOS-TV (13) ABC; Venard; N; $450
CHAPEL HILL†—
► **WUNC-TV (*4)**
CHARLOTTE—
► WBTV (3) CBS, ABC; CBS Spot Sls.; N, LL, LS, LF; $1,000
► WSOC-TV (9) NBC; H-R; $900
WQMC (36) See footnote
DURHAM—
► WTVD (11) ABC, CBS; Petry; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) ABC, CBS, NBC; Biern-Smith; $120
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS; Harrington, Righter & Parsons; N, LF, LS; $800
GREENVILLE—
► WNCT (9) CBS, ABC; Hollingbery; N; $400
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) ABC, CBS; Forjoe; N; $325
► WRAL-TV (5) NBC; H-R; N, LF, LS; $600
WASHINGTON—
► WITN (7) NBC; Headley-Reed; N; $325
WILMINGTON—
► WFMD-TV (6) NBC, ABC, CBS; Wagner-Smith Assoc.; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; N; $600
WTOB-TV (26) See footnote

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; N; $150
► KFYR-TV (5) NBC, ABC; Blair Tv Assoc.; N; $275 (Includes satellite KUMV-TV Williston)
DICKINSON—
► KDIX-TV (2) CBS, ABC, NBC; Holman; $150
FARGO—
► **WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $450**
GRAND FORKS†—
► KNOX-TV (10) NBC; Rambeau; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; $250
KMOT (10) 10/5/55 December; Blair Tv Assoc.
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; N, LF, LS; $500
WILLISTON—
► KUMV-TV (8) ABC, NBC (satellite of KFYR-TV Bismarck)

OHIO

AKRON—
► WAKR-TV (49) ABC; Burke-Stuart; $300
ASHTABULA†—
WICA-TV (15) See footnote
CANTON†—
WTLC (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; N; $1,300
► WKRC-TV (12) CBS; Katz; N; $1,000
► WLWT (5) NBC; WLW Sls.; N, LL, LF, LS; $800
WQXN-TV (54) 5/14/53-Unknown; Forjoe
CLEVELAND—
► **KYW-TV (3) NBC; Peters, Griffin, Woodward; N; $1,950**
► **WEWS (5) ABC; Blair; N; $1,650**
► WJW-TV (8) CBS; Katz; N; $2,000
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

TV

COMPARATIVE NETWORK SHOWSHEET

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY		
AFTERNOON	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Noon		*Let's Take A Trip*			*Hotel Cosmopolitan*	Tic Tac Dough L		Toni Hotel Cosmopolitan	Tic Tac Dough L		*Hotel Cosmopolitan*	Tic Tac Dough L
12:15					Amer. Home Products Love of Life							
12:30		Kellogg Wild Bill Hickok F			P&G Search for Tomorrow	It Could Be You L			It Could Be You L			†It Could Be You L
12:45					P&G Guiding Light L							
1:00		*Heckle and Jeckle Show* F				Close Up L			Close Up L			Close Up L
1:15												
1:30					Net. News			Net. News			Net. News	
1:45		Carter & Natl. Carbon Football Preview			As the World Turns (see footnote)	Club 60 L		As the World Turns (see footnote)	Club 60 L		As the World Turns (see footnote)	Club 60 L
2:00					Beat the Clock (see footnote)			Beat the Clock (see footnote)			Beat the Clock (see footnote)	
2:15												
2:30			Wisdom F		Art Linkletter's House Party (see footnote)	Bride & Groom L		Art Linkletter's House Party (see footnote)	Bride & Groom L		Art Linkletter's House Party (see footnote)	Bride & Groom L
2:45												
3:00		†American Liberty Oil Pabst †Ballantine Standard Oil Natl. Brwng. Falstaff Brw. Duquesne Br. Pan Am. Oil Philip Morris American Oil Goebel Brew. Speedway Pt.	Youth Wants to Know		Colgate Big Payoff	NBC Matinee Theatre participating C-L		Big Payoff	NBC Matinee Theatre participating C-L		Colgate Big Payoff	NBC Matinee Theatre participating C-L
3:15	*Johns Hopkins File 7* L											
3:30	*Dean Pike* L		Look Here	Bandstand USA Participating L	The Verdict Is Yours (see footnote)		Bandstand USA Participating L	The Verdict Is Yours (see footnote)		Bandstand USA Participating L	The Verdict Is Yours (see footnote)	
3:45					P&G The Brighter Day	Queen for a Day participating L		P&G The Brighter Day	Queen for a Day participating L		P&G The Brighter Day	Queen for a Day participating L
4:00	*College News Conference* L	Pro Football	General Motors Wide Wide World L		Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm			Am. Home Pr. Secret Storm	
4:15					Edge of Night (see footnote)			Edge of Night (see footnote)			Edge of Night (see footnote)	
4:30	Hartz Mtn. Products Paul Winchell Presents L		Union Carbide Aluminum Ltd. Omnibus (10/20-11/3) (11/17-12/1) (12/15)	*Do You Trust Your Wife* L		Modern Romances L	*Do You Trust Your Wife* L		Modern Romances L	*Do You Trust Your Wife* L		Modern Romances L
4:45												
5:00	Sweets Co. Flav-R-Straws Texas Rangers F	†*Face the Nation*		Kellogg Sweets Co. Superman F		Comedy Time F	Kellogg Wander Co. Sir Lancelot F		Comedy Time F	Kellogg Sweets Co. Wild Bill Hickok		Comedy Time F
5:15												
5:30	General Mills Lone Ranger F	*World News Roundup*	Outlook F	Mickey Mouse Club F (see footnote)			Mickey Mouse Club F (see footnote)			Mickey Mouse Club F (see footnote)		
5:45												
EVENING												
6:00		*Beat the Clock*	Meet The Press L						NBC News			
6:15												
6:30		†Prudential Twentieth Century (st. 10-20)	†My Friend Flicka F			Ronson NBC News						
6:45					B. & Wm'son News L			Whitehall News L			B. & Wm'son News L	NBC News
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup Lassie F	Hazel Bishop Original Amateur Hour L	*Sports Focus* L			*Sports Focus* L			*Sports Focus* L		
7:15				Daly News	B. & Wm'son News L		Daly-News	Whitehall News L		Natl. Carbon Daly-News	B. & Wm'son News L	
7:30	Kaiser Industries Maverick F	Amer. Tob. Bachelor Father (alt. wks.) Jack Benny	Chemstrand Royal McBee Sally F	*American Bandstand* L	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	Speidel Price Is Right L	General Electric Cheyenne (Alt. wks.) Am. Chicle Natl. Carbon Sugarfoot (Alt. wks.) F	Whitehall (Alt. wks.) Kellogg Name That Tune	Nat King Cole Show L	General Mills Gen. Foods Reynolds Metals Derby Foods Disneyland F	Gold Seal (alt. wks.) Shaeffer I Love Lucy F	Drackett (alt.) Lewis-Howe
7:45												
8:00		†Mercury (alt.) Eastman Kd. Ed Sullivan Show L	Pharmacraft Greyhound S. C. Johnson Steve Allen L	†Max Factor Guy Mitchell Show L	General Mills (alt. wks.) Carnation Burns & Allen F	Warner-Lambert Restless Gun F		R.J. Reynolds P&G Phil Silvers F	RCA-Whirlpool Gobel (alt.) Lig. & Myers Fisher		Oldsmobile (alt. wks.) Armour Pillsbury (alt. wks.) Kellogg The Big Record L	Wagon Train F
8:15												
8:30	American Machine & Fdry. Bowling Stars F			Ralston-Purina Bold Journey F	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	Buick Am. Tobacco Wells Fargo F	Gen. Mills P & G (Alt. wks.) Wyatt Earp F	Lever (alt. wks.) Shulton Eve Arden Show F		Bristol-Myers Tombstone Territory F		†Scott Father Knows Best F
8:45												
9:00	*Open Hearing* L	Gen. Elect. G. E. Theatre F	†Chevrolet Dinah Shore's Chevy Show L	Firestone Voice of Firestone L	Gen. Foods Danny Thomas Show F (st. 10-7)	†Pharmaceu. Twenty-One L	Miles Labs (Alt. wks.) Rlstn.-Purina Broken Arrow F	†Pharmaceu. To Tell The Truth L	†P&G Meet McGraw F	Eastman Kodak Adv. of Ozzie & Harriet F	†Colgate The Millionaire F	Kraft Television Theatre L
9:15												
9:30	*Mid Western Hayride* L	Bristol-Myers Hitchcock Theatre F		Dodge Plymouth Lawrence Welk	†Gen. Foods December Bride (st. 10-7) F	†Alcoa-Goodyear Theatre F	Bell System Telephone Time F	S. C. Johnson (alt. wks.) Pet Milk Red Skelton F	R.J. Reynolds Chesebrough-Ponds Bob Cummings Show F	Revlon Walter Winchell File F	R. J. Reynolds I've Got A Secret L	
9:45												
10:00	*All-American Football* F	P. Lorillard (Alt. wks.) Revlon The $64.000 Challenge	P&G Loretta Young F	Top Tunes and New Talent (L)	Westinghouse Studio One L	Ford Philip Morris Suspicion L-F	Van Heusen Carter Prod. West Point F	Revlon The $64.000 Question L	Singer Californians F	Miles Labs. Mennen Co. Wednesday Night Fights L	U. S. Steel U.S. Steel Hr. (alt. wks.) Armstrong Cork Armstrong Circle Theatre L	This Is Your Life L
10:15												
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L						Lorillard Assignment Foreign Legion F				
10:45												

THURSDAY

ABC	CBS	NBC
	Hotel Cosmopolitan	*Tic Tac Dough* L
		It Could Be You L
		Close-Up L
	Net. News	
	As The World Turns (see footnote)	Club 60 L
	Beat the Clock (see footnote)	
	Art Linkletter's House Party (see footnote)	*Bride & Groom* L
	Big Payoff	NBC Matinee Theatre (Partici-pating) C-L
Bandstand USA Participating L	The Verdict Is Yours (see footnote)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret Storm	
Do You Trust Your Wife L	Edge of Night (see footnote)	*Modern Romances* L
Kellogg Woody Woodpecker F		*Comedy Time* F
Mickey Mouse Club F (see footnote)		
	Whitehall News L	Ronson NBC News
Sports Focus L		
Daly-News	Whitehall News L	
Mars Kellogg Circus Boy F	Quaker Oats Sgt. Preston of the Yukon F	Warner-Lambert Tic Tac Dough
AC Sprk. Plg. Seven-Up Co. Zorro F	Reynolds (alt. w. sust.) Harbour Master F	Toni DeSoto You Bet Your Life F
Sylvania The Real McCoys F	Chrysler Motors Climax* L	†Schick Lig. & Myers Dragnet F
Chevrolet Pat Boone Chevy Showroom L		Am. Home Borden The People's Choice F
Mennen O.S.S. F	Bristol Myers (Alt. wks.) Amer. Gas	†Ford Tennessee Ernie Ford L
U. S. Rubber Navy Log F	Philip Morris (Alt. wks.) Bristol Myrs. Playhouse 90	†Lever Rosemary Clooney L
	Kimberly-Clark (alt. wks.) All State Ins. (at. 10-10)	Hazel Bishop Quaker Oats Jane Wyman F

FRIDAY

ABC	CBS	NBC
	Swift Hotel Cosmopolitan	*Tic Tac Dough* L
		It Could Be You L
		Close-Up L
	Net. News	
	As The World Turns (see footnote)	Club 60 L
	Beat the Clock (see footnote)	
	Art Linkletter's House Party (see footnote)	*Bride & Groom* L
	Colgate Big Payoff	NBC Matinee Theatre (Partici-pating) C-L
Bandstand U.S.A. Participating L	The Verdict Is Yours (see footnote)	
	P&G The Brighter Day	Queen For A Day Participating L
	Am. Home Pr. Secret. Storm	
Firestone Ind. Prod. Do You Trust Your Wife L	Edge of Night (see footnote)	*Modern Romances* L
Kellogg Sweets Co. The Buccaneers F		*Comedy Time* F
Mickey Mouse Club F (see footnote)		
	B&W, H. Bishop News L	NBC News
Sports Focus L		
Natl. Carbon Daly-News	B&W, H. Bishop News L	
National Biscuit Rin Tin Tin F	Remington-Rand (alt. w. sust.) Leave It to Beaver F	Sterling Drug Saber of London F
Am. Chicle Jim Bowie F	Am. Tobacco (alt. wks.) Socony Mobil Oil Trackdown F	†Lorillard Court of Last Resort F
Buick Frigidaire Patrice Munsel Show L	Gen. Foods (alt. wks.) Ford Zane Grey Theatre F	Lever Life of Riley F
Chesterfield Bulova Frank Sinatra L	R.J. Reynolds (Alt. wks.) C'gate P'olive Mr. Adams and Eve F	Am. Tobacco Hazel Bishop †M Squad F
Plymouth Date with the Angels F	Schlitz Brewing The Schlitz Playhouse F	Colgate-Palmolive The Thin Man F
Campbell Soup Colt 45 F	B. & Wmson. (alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L
	American Oil Hamm (alt. wks.) Time Person to P...	State Farm Ins. Red Barber's Corner L

SATURDAY

ABC	CBS	NBC
	Jimmy Dean Show L	Sterling Drug True Story L
		Sterling Drug Detective's Diary F
	Gen. Mills (Alt.) Nestle Co., The Lone Ranger F	
		1:30 to concl.
		NCAA Football
		Bristol Myrs.
		Sunbeam
		Zenith
		Libby-Owens-Ford Glass
		Kemper Insurance Football Scoreboard
Miller Brewing Wildroot Co. All-Star Golf F		
Keep It in the Family L	Purex (alt. wks.) Natl. Carbon L-O-F Glass *Perry Mason Show* F	R. J. Reynolds Toni People Are Funny F
Williamson-Dickie Country Music Jubilee L	Mogen David Wine (alt. wks.) Helene Curtis Dick & the Duchess F	††Kimberly-Clark (alt.) Noxzema, RCA-Whirlpool Sunbeam Am. Dairy Knomark Perry Como L
Dodge Div. The Lawrence Welk Show L	Nestle (Alt. wks.) Helene Curtis Gale Storm Show	Lig. & Myrs.† Club Oasis (alt.) Max Factor Polly Bergen L
	Lever (alt. wks.) Whitehall Have Gun, Will Travel F	Scott Paper Schick Gisele MacKenzie Show L
Philip Morris Mike Wallace L	Liggett & M. (alt. wks.) Rmgton Rnd. Gunsmoke F	†Pharmaceu. What's It For? L
	Playhouse of Mystery F	Am. Tobacco Toni Your Hit Parade L

AFTERNOON	
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MORNING

SATURDAY AM

CBS: Capt. Kangaroo, sust. Mighty Mouse Playhouse, 10:30-11 a.m., General Foods, alt. weeks; Colgate; Susan's Show, sust. 11-11:30 a.m.; It's A Hit, sust. 11:30-12 noon.

SUNDAY AM

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York 11-11:30 a.m.; Camera Three, 11:30-12 noon.

MONDAY-FRIDAY AM

CBS: Jimmy Dean Show, 7-7:45 a.m.; CBS Morning News, 7:45-8 a.m.; Captain Kangaroo, 8-8:45 a.m.; CBS Morning News 8:45-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:30-12 noon.

NBC: Today, 7-10 a.m. (participating sponsors).

FOOTNOTES:

Explanation: Programs in Italics sustaining; Time NYT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

ABC — Mickey Mouse Club Mon.-Fri. 5:30-6. Armour, Bristol-Myers, Gen. Mills, Mattel, Miles Labs, Mars, Pillsbury Mills, Peter Shoe Co.

CBS—Garry Moore: Mon.-Fri. 15 minute segments sponsored by Gerber, General Foods, Dow Chemical, Nestle, General Mills, Sunshine Biscuit, Campbell, Lever, Vick, Fla. Citrus Comm., Calif. Packing, Johnson & Johnson, Yardley.

Arthur Godfrey Time: Mon.-Thurs. 15 minute segments sponsored by Standard Brands, Mutual of Omaha, Sherwin-Williams, General Foods, Peter Paul, Simoniz, Armour, Bristol-Myers, Pharma Craft.

House Party: 15 minute segments sponsored by Kellogg, Lever, Pillsbury, Swift, Campbell, Simoniz, Standard Brands, Toni, Staley.

The Verdict is Yours: 15 min. segments sponsored by General Mills, Toni, Swift, Atlantis Sales.

As the World Turns: 15 min. segments sponsored as follows: Mon., P&G; Tues., P&G, Vick; Wed., P&G; Thurs., P&G, Pillsbury; Fri., P&G, Swift.

Beat the Clock 15 min. segments sponsored by following: Mon., sust., Tues., Nestle, Gerber; Wed., Atlantis Sales, Mogen David Wine; Thurs., Nestle, Sunshine Biscuits, Purex; Fri., General Mills, Gerber, Johnson & Johnson, Vick.

Edge of Night 15 min. segments sponsored by following: Mon., P&G, Standard Brands; Tues., P&G, Fla. Citrus Comm., Vick; Wed., P&G, Atlantis Sales, Pet Milk; Thurs., P&G, Pillsbury; Fri., P&G, Fla. Citrus Comm., Vick.

SPECIAL PROGRAMS

Programs marked by † will be replaced by specials. For complete list of special programs, see box p. 134.

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B·T TELESTATUS

COLUMBUS—
► WBNS-TV (10) CBS; Blair; N; $825
► WLWC (4) NBC; Crosley Sls.; N, LL, LF; $1,100
► WOSU-TV (*34)
► WTVN-TV (6) ABC; Katz; $825

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; N; $1,100
► WLWD (2) NBC, ABC; WLW Sls.; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; N; $200

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) 9/4/52-Unknown; Petry

OXFORD—
WMUB-TV (*14) 7/19/56-February 1958

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; N; $500
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; N; $1,000
WTOH-TV (79) 10/20/54-Unknown
Great Lakes Bcstg. Co. (11) Initial Decision-3/21/57
Greater Toledo Educational Television Foundation Inc. (*30) Initial Decision 3/13/57

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; N; $400
► WKBN-TV (27) CBS; Raymer; N; $450
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) NBC, ABC, CBS; Pearson; $150

OKLAHOMA

ADA—
► KTEN (10) ABC (CBS, NBC per program basis); Venard; N; $225

ARDMORE—
► KVSO-TV (12) NBC; Pearson; N; $150

ENID—
► KGEO-TV (5) ABC; Blair Tv Assoc.; N; $600

LAWTON—
► KSWO-TV (7) ABC; Pearson; $150

OKLAHOMA CITY—
► KETA (*13)
► KGEO-TV (5) See Enid, Okla.
► KWTV (9) CBS; Avery-Knodel; N; $900
► WKY-TV (4) NBC; Katz; N, LL, LF, LS; $1,050
KTVQ (25) See footnote

TULSA—
► KOTV (6) CBS; Petry; N; $825
► KTUL-TV (8) ABC; Avery-Knodel; $600
► KVOO-TV (2) NBC; Blair Tv; N, LF, LS; $750
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown
KCEB (23) See footnote

OREGON

EUGENE—
► KVAL-TV (13) NBC; Hollingbery; N; $225

KLAMATH FALLS†—
► KOTI (2) CBS, ABC, NBC; Blair Tv Assoc.; $150

COOS BAY—
KOOS-TV (16) 9/4/56-Unknown

CORVALLIS—
KOAC-TV (*7) 5/2/57-October

MEDFORD—
► KBES-TV (5) CBS, ABC, NBC; Blair Tv Assoc.; $250

PORTLAND—
► KGW-TV (8) ABC; Blair; $700
► KOIN-TV (6) CBS; CBS Spot Sls.; N; $700
► KPTV (12) NBC; Hollingbery; N; $700

ROSEBURG—
► KPIC (4) NBC, ABC, CBS; Hollingbery; $150 (satellite of KVAL-TV Eugene, Ore.)

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WQCY (39) 8/12/53-Unknown; Weed
WFMZ-TV (67) See footnote

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; Blair; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; N, LF, LS; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; $175

ERIE—
► WICU (12) NBC, ABC; Petry; N; $700
► WSEE (35) CBS; Young; $300

HARRISBURG—
► WHP-TV (55) CBS; Bolling; N; $325
► WTPA (27) ABC; Harrington, Righter & Parsons; N; $350
WCMB-TV (71) See footnote

HAZLETON†—
WAZL-TV (63) 12/18/52-Unknown; Meeker

JOHNSTOWN—
► WARD-TV (19) CBS; Weed; $200
► WJAC-TV (6) NBC, ABC; Katz; N, LL, LS, LF; $1,000

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; N, LS, LF; $1,200
WLAN-TV (21) 11/8/56-Unknown

LEBANON†—
► WLBR-TV (15) Blair Tv Assoc.; N; $200

LOCK HAVEN—
WBPZ-TV (32) 5/8/56-Unknown

NEW CASTLE—
WKST-TV (45) ABC; Everett-McKinney; $350 (Plans to resume on air October 15)

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; N, LL, LS, LF; $3,200
► WHYY-TV (*35)
► WRCV-TV (3) NBC; NBC Spot Sls.; N, LL, LF, LS; $3,200
WPHD (23) 9/28/55-Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) CBS; Peters, Griffin, Woodward; N, LF, LS; $2,000
► WIIC (11) NBC; Blair Tv; $1,800
► WQED (*13)
WTVQ (47) 12/23/52-Unknown; Headley-Reed
WTAE-TV (4) 7/25/57-Unknown
WENS (16) See footnote
WKJF-TV (53) See footnote

READING—
WEEU-TV (33) See footnote
WHUM-TV (61) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; $225
► WDAU-TV (22) CBS; H-R; N; $600
WTVU (44) See footnote

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; N, LL, LS, LF; $575
► WILK-TV (34) ABC; Avery-Knodel; N; $425

WILLIAMSPORT†—
WRAK-TV (36) 11/32/52-Unknown; Meeker

YORK—
► WNOM-TV (49) Young; $150
► WSBA-TV (43) ABC; Masla; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Petry; N; $1,200
► WPRO-TV (12)CBS; Blair Tv; $1,200
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) ABC; Headley-Reed; N; $150

CAMDEN†—
WACA-TV (14) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; N; $300
► WUSN-TV (2) NBC, ABC; Weed; N; $300
WTMA-TV (4) 8/1/57-Unknown (stay pending outcome of protest)

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; N; $450
► WNOK-TV (67) CBS, ABC; Raymer; N; $200

FLORENCE—
► WBTW (8) CBS, ABC, NBC; CBS Spot Sls.; N; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; N; $525
WGVL (23) See footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingsbery; N; $500

SOUTH DAKOTA

ABERDEEN†—
KDHS (9) 8/30/56-Unknown

DEADWOOD†—
KDSJ-TV (5) 8/8/56-Unknown

FLORENCE—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; $150
KRSD-TV (7) 12/20/56-Unknown

RELIANCE†—
► KPLO-TV (6) H-R; $510 (Satellite of KELO-TV Sioux Falls)

SIOUX FALLS—
► KELO-TV (11) CBS, ABC, NBC; H-R; $510 (Includes satellites KDLO-TV Florence and KPLO-TV Reliance)
KSOO-TV (13) Initial Decision—6/18/57

TENNESSEE

BRISTOL—
► WCYB-TV (5) (See Bristol, Va.)

CHATTANOOGA—
► WDEF-TV (12) CBS, ABC; Branham; N; $450
► WRGP-TV (3) NBC; H-R; N; $400
► WROM-TV (9) McGillvra; $150

JACKSON—
► WDXI-TV (7) CBS; Venard; N; $250

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC; Pearson; $300

KNOXVILLE—
► WATE-TV (6) NBC; Avery-Knodel; N; $600
► WBIR-TV (10) CBS; Katz; N; $600
► WTVK (26) ABC; Pearson; N; $300

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; $900
► WKNO-TV (*10)
► WMCT (5) NBC; Blair Tv; N; $900
► WREC-TV (3) CBS; Katz; $900

NASHVILLE—
► WLAC-TV (5) CBS; Katz; N; $825
► WSIX-TV (8) ABC; Hollingbery; $575
► WSM-TV (4) NBC; Petry; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC; Raymer; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; Blair Tv Assoc.; $340
► KGNC-TV (4) NBC; Katz; N; $340
KVII (7) 8/1/57-December; ABC

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; N; $525

BEAUMONT—
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; N; $350
KBMT (31) See footnote

BIG SPRING—
► KEDY-TV (4) CBS; Branham; $150 (satellite of KDUB-TV Lubbock)

BROWNWOOD—
KNBT-TV (19) 6/6/56-Unknown

BRYAN—
► KBTX-TV (3) ABC, CBS; Raymer; $150

CORPUS CHRISTI—
► KRIS-TV (6) NBC, ABC; Peters, Griffin, Woodward; N, LF, LS; $300
► KSIX-TV (10) CBS; H-R; $250
► KVDO-TV (22) Young; LS; $200

DALLAS—
► KRLD-TV (4) CBS; Branham; N, LF, LS; $1,100
► WFAA-TV (8) ABC; Petry; N; $1,000

EL PASO—
► KELP-TV (13) ABC; Forjoe; $300
► KROD-TV (4) CBS; Branham; N; $450
► KTSM-TV (9) NBC; Hollingbery; N; $325

FT. WORTH—
► WBAP-TV (5) NBC; Peters, Griffin, Woodward; N, LL, LF, LS; $1,000
► KFJZ-TV (11) Blair; $1,000

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; N; $1,200

HARLINGEN (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; $300

HOUSTON—
► KGUL-TV (11) See Galveston
► KPRC-TV (2) NBC; Petry; N, LF, LS; $1,100
► KTRK (13) ABC; Hollingbery; N, LF, LS; $1,000
► KUHT (*8)
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; $187.50

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; N; $350
► KDUB-TV (13) CBS; Branham; N, LS, LF; $630 (includes satellites KPAR-TV Sweetwater and KEDY-TV Big Spring)
Texas Technological College (5) Initial decision 9/9/57

LUFKIN—
► KTRE-TV (9) Venard; $225 (Station receives NBC shows from KPRC-TV Houston.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; N; $250

MONAHANS—
KVKM-TV (9) Initial decision 7/3/57

NACOGDOCHES—
East Texas Broadcasting Co. (19) 6/21/57-Unknown

ODESSA—
► KOSA-TV (7) CBS; Pearson; $300

PORT ARTHUR—
KPAC-TV (4) 3/20/57-October; NBC; Raymer; $350

SAN ANGELO—
► KCTV (8) CBS, NBC, ABC; Venard; $200
KVTX (3) 2/28/57-Unknown

SAN ANTONIO—
► KCOR-TV (41) O'Connell; $200
► KENS-TV (5) CBS; Peters, Griffin, Woodward; N; $700
► KONO-TV (12) ABC; H-R; N; $560
► WOAI-TV (4) NBC; Petry; N, LL, LS, LF; $700

SWEETWATER (ABILENE)—
► KPAR-TV (12) CBS; Branham; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; N; $350

TEXARKANA (ALSO TEXARKANA, ARK.)—
►KCMC-TV (6) CBS, ABC, NBC; Venard; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; H-R; N; $300

VICTORIA—
Alkek Tv Co. (19) 5/2/57-Unknown

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Raymer; N; $300

WESLACO (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Raymer; $250

WICHITA FALLS—
►KFDX-TV (3) NBC, ABC; Raymer; N, LF, LS; $350
► KSYD-TV (6) CBS; Blair Tv Assoc.; N; $350

B·T TELESTATUS

UTAH

SALT LAKE CITY—
►KSL-TV (5) CBS; CBS Spot Sls.; N; $600
►KTVT (4) NBC; Katz; N, LS; $700
►KUTV (2) ABC; Avery-Knodel; N; $600
KUED (*7) 12/13/56-October

VERMONT

BURLINGTON—
►WCAX-TV (3) CBS; Weed; $450

VIRGINIA

ARLINGTON—
WARL-TV (20) 10/10/56-Unknown
BRISTOL—
►WCYB-TV (5) NBC, ABC; Weed: N, LF, LS; $300
DANVILLE†—
WBTM-TV (24) See footnote
HAMPTON—
►WVEC-TV (15) See Norfolk
HARRISONBURG—
►WSVA-TV (3) ABC, CBS, NBC; Peters, Griffin Woodward; $250
LYNCHBURG—
►WLVA-TV (13) ABC; Hollingbery; N; $300 (film)
NEWPORT NEWS—
WACH-TV (33) See footnote
NORFOLK—
►WAVY-TV (10) (See Portsmouth)
►WTAR-TV (3) CBS; Petry; N, LS, LF; $875
►WTOV-TV (27) McGillvra; LL, LS; $380
►WVEC-TV (15) NBC; Avery-Knodel; N; $350
PETERSBURG—
►WXEX-TV (8) NBC; Select; N, LF; LS; $750
PORTSMOUTH—
►WAVY-TV (10) ABC; H-R; N, LS, LF; $700
RICHMOND—
►WRVA-TV (12) CBS; Harrington, Righter & Parsons; N, LF, LS; $700
►WTVR (6) ABC; Blair Tv; N, LF, LS; $875
►WXEX-TV (8) See Petersburg
ROANOKE—
►WDBJ-TV (7) CBS; Peters, Griffin, Woodward; N, LF, LS; $600
►WSLS-TV (10) NBC, ABC; Avery-Knodel; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
►KVOS-TV (12) CBS; Forjoe, Stovin; $550
EPHRATA†—
►KBAS-TV (43) (Satellite of KIMA-TV Yakima)
KENNEWICK—
KTRX (25) 8/1/57-Unknown
PASCO—
►KEPR-TV (19) CBS, ABC, NBC; Weed; N; $500 (In combination with KIMA-TV Yakima)
SEATTLE (TACOMA)—
►KCTS (*9)
►KING-TV (5) ABC; Blair Tv; N, LF, LS; $1,100
►KOMO-TV (4) NBC; NBC Spot Sls.; N, LL, LF, LS; $1,125
►KTNT-TV (11) CBS; Weed; N; $900
►KTVW (13) Hollingbery; $425
KIRO-TV (7) 7/25/57-Unknown; CBS
SPOKANE—
►KHQ-TV (6) NBC; Katz; N, LL, LF, LS; $625
►KREM-TV (2) ABC; Petry; N, LF, LS; $600
►KXLY-TV (4) CBS; Avery-Knodel; N; $600
VANCOUVER†—
KVAN-TV (21) 9/25/53-Unknown; Bolling
YAKIMA—
►KIMA-TV (29) CBS, ABC, NBC; Weed; N; $500 (Includes satellites KEPR-TV Pasco, KLEW-TV Lewiston, Idaho, KBAS-TV Ephrata)

WEST VIRGINIA

BLUEFIELD—
►WHIS-TV (6) NBC, ABC, CBS; Katz; N; $240
CHARLESTON—
►WCHS-TV (8) CBS; Branham; N, LF, LS; $650
WKNA-TV (49) See footnote
CLARKSBURG†—
WBOY-TV (12) 2/17/54-October 27; NBC, ABC; Avery-Knodel; $250
FAIRMONT†—
►WJPB-TV (35) NBC, ABC; Gill-Perna; N; $150
HUNTINGTON—
►WHTN-TV (13) ABC, CBS; Petry; N; $600
►WSAZ-TV (3) NBC; Katz; N, LL, LF, LS; $1,000
OAK HILL (BECKLEY)—
►WOAY-TV (4) ABC; Pearson; N; $200
PARKERSBURG—
►WTAP (15) NBC, ABC, CBS; Pearson; $150
WHEELING (STEUBENVILLE, OHIO)—
►WSTV-TV (9) See Steubenville, Ohio
►WTRF-TV (7) NBC, ABC; Hollingbery; N; $600
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
►WEAU-TV (13) NBC, ABC, CBS; Hollingbery; N; $300
GREEN BAY—
►WBAY-TV (2) CBS; Weed; N; $500
►WFRV-TV (5) ABC, CBS; Headley-Reed; N; $400
►WMBV-TV (11) See Marinette
LA CROSSE—
►WKBT (8) CBS, NBC, ABC; H-R; $360
MADISON—
►WHA-TV (*21)
►WISC-TV (3) CBS; Peters, Griffin, Woodward; N, LF, LS; $550
►WKOW-TV (27) ABC; Headley-Reed; N; $280
►WMTV (33) NBC; Young; N; $280
MARINETTE (GREEN BAY)—
►WMBV-TV (11) NBC, ABC; Venard; $250
MILWAUKEE—
►WISN-TV (12) ABC; Petry; N, LF, LS; $1,000
►WITI-TV (6) Branham; LL, LF, LS; $600
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; N, LL, LF, LS; $1,450
►WXIX (19) CBS; CBS Spot Sls.; N; $800
WFOX-TV (31) 5/4/55-Unknown
WMVS-TV (*10) 6/6/56-October 28
WCAN-TV (25) See footnote
SUPERIOR (DULUTH, MINN.)—
►KDAL-TV (3) See Duluth, Minn
►WDSM-TV (6) NBC, ABC; Peters, Griffin, Woodward; N; $450
WAUSAU—
►WSAU-TV (7) CBS, NBC, (ABC per program basis); Meeker; $350
WHITEFISH BAY—
►WITI-TV (6) See Milwaukee

WYOMING

CASPER—
►KSPR-TV (6) CBS; Walker; $120
►KTWO-TV (2) ABC, NBC; Meeker; $150
CHEYENNE—
►KFBC-TV (5) CBS, ABC, NBC; Hollingbery; $150
RIVERTON—
KWRB-TV (10) 9/26/56-October; Meeker
SHERIDAN—
KTWX-TV (9) 5/8/57-February; Meeker

ALASKA

ANCHORAGE†—
►KENI-TV (2) ABC, NBC; Fletcher; $150
►KTVA (11) CBS; Alaska Radio-Tv Sls.; $150
FAIRBANKS†—
►KFAR-TV (2) NBC, ABC; Fletcher, Day; $150
►KTVF (11) CBS; Alaska Radio-Tv Sls.; $135
JUNEAU†—
►KINY-TV (8) CBS; Wagner-Smith; $60

GUAM

AGANA†—
►KUAM-TV (8) ABC, CBS, NBC; Intercontinental; $120

HAWAII

HILO†—
►KHBC-TV (9) (Satellite of KGMB-TV Honolulu)
HONOLULU†—
►KGMB-TV (9) CBS; Peters, Griffin, Woodward; $350 (Includes satellites KMAU-TV Wailuku, KHBC-TV Hilo.)
►KHVH-TV (13) Smith Assoc.; LL, LF, LS
►KONA (2) NBC; NBC Spot Sls.; $472.50
►KULA-TV (4) ABC; Young; $250
WAILUKU†—
►KMAU-TV (3) (Satellite KGMB-TV Honolulu)
►KMVI-TV (12) (Satellite KONA Honolulu)

PUERTO RICO

CAGUAS†—
WSUR-TV (9) 4/25/56-October 15; Pan America Bcstg.; $150
MAYAGUEZ†—
►WORA-TV (5) CBS, ABC, NBC; Intercontinental; $150
PONCE†—
WKBM-TV (11) 5/3/56-Unknown
WRIK-TV (7) 6/20/57-Unknown; Forjoe; $150
SAN JUAN†—
►WAPA-TV (4) NBC, ABC; Caribbean Networks; $250
►WKAQ-TV (2) CBS; Inter-American; $375
WIPR-TV (*6) 2/2/55-November

CANADA

ARGENTIA, NFLD.—
►CJOX-TV (10) (satellite of CJON-TV St. John's)
BARRIE, ONT.—
►CKVR-TV (3) CBC; Mulvihill, Canadian Ltd.; $300
BRANDON, MAN.†—
►CKX-TV (5) CBC; All-Canada, Weed; $170
CALGARY, ALTA.†—
►CHCT-TV (2) CBC; All-Canada, Weed; $350
CHARLOTTETOWN, P.E.I.†—
►CFCY-TV (13) All-Canada, Weed; $190
EDMONTON, ALTA.†—
►CFRN-TV (3) CBC; Tv Reps. Ltd., Oakes; $400
HALIFAX, N. S.†—
►CBHT (3) CBC, CBS; $300
HAMILTON, ONT.—
►CHCH-TV (11) CBC; All-Canada, Canadian Reps.; $550
KELOWNA, B. C.—
►CHBC-TV (2) CBC, CBS; All-Canada, Weed; $170
KINGSTON, ONT.—
►CKWS-TV (11) CBC; All-Canada; $280
KITCHENER, ONT.—
►CKCO-TV (13) CBC; Hardy, Hunt, Weed; $450
LETHBRIDGE, ALTA†—
►CJLH-TV (7) CBC; All-Canada, Weed; $160
LONDON, ONT.—
►CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; $450
MEDICINE HAT, ALTA.—
►CHAT-TV (6) CBC, CBS; Weed, Stovin; $100
MONCTON, N. B.—
►CKCW-TV (2) CBC; Stovin, Canadian Reps.; $250
MONTREAL, QUE.—
►CBFT (2) CBC (French); CBC; $1,000
►CBMT (6) CBC; $750
NORTH BAY, ONT.—
►CKGN-TV (10) CBC; Young, Mulvihill, Hunt; $180
OTTAWA, ONT.—
►CBOFT (9) CBC (French); CBC; $300
►CBOT (4) CBC; $400
PETERBOROUGH, ONT.—
►CHEX-TV (12) CBC; All-Canada, Weed; $260
PORT ARTHUR, ONT.—
►CFCJ-TV (2) CBC; All-Canada, Weed; $225
QUEBEC CITY, QUE.—
►CFCM-TV (4) CBC; Hardy; Weed; $475
►CKMI-TV (5) CBC; Stovin, Weed; $250
REGINA, SASK.—
►CKCK-TV (2) CBC; All-Canada, Weed; $300
RIMOUSKI, QUE.†—
►CJBR-TV (3) CBC (French); Stovin, Young; $260
ST. JOHN, N. B.†—
►CHSJ-TV (4) CBC, ABC, CBS, NBC; All-Canada, Weed; $300
ST. JOHN'S, NFLD.†—
►CJON-TV (6) CBC, CBS, NBC, ABC; Weed, Stovin; $260
SASKATOON, SASK.—
►CFQC-TV (8) CBC, ABC, CBS, NBC; Young; $260
SAULT STE. MARIE, ONT.—
►CJIC-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; $260
SHERBROOKE, QUE.†—
►CHLT-TV (7) CBC; Canadian Reps., Hardy, Hunt; $414
SUDBURY, ONT.—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; $220
SYDNEY, N. S.†—
►CJCB-TV (4) CBC; All-Canada, Weed; $275
TIMMINS, ONT.—
►CFCL-TV (6) CBC; Mulvihill, McGillvra; $180
TORONTO, ONT.—
►CBLT (6) CBC; $1,000
VANCOUVER, B. C.†—
►CBUT (2) CBC; $580
VICTORIA, B. C.†—
►CHEK-TV (6) CBC; Tv-Reps. Ltd., Forjoe; $210
WINDSOR, ONT. (DETROIT, MICH.)—
►CKLW-TV (9) CBC; Young; $1,100
WINGHAM, ONT.—
►CKNX-TV (8) CBC; All-Canada, Young; $235
WINNIPEG, MAN.†—
►CBWT (4) CBC; $400

MEXICO

JUAREZ† (EL PASO, TEX.)—
►XEJ-TV (5) National Times Sales; $240
TIJUANA (SAN DIEGO)—
►XETV (6) ABC; Weed; $800

The following stations have suspended regular operation but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WTVE (TV) Elmira, N. Y.; WFTV (TV) Duluth; WCOC-TV Meridian, Miss.; WHTO-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WICA-TV Ashtabula, Ohio; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WTOB-TV Winston-Salem, N. C.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WHUM-TV Reading, Pa.; WCAN-TV Milwaukee; WTAO-TV Cambridge, Mass.; WENS (TV) Pittsburgh; WTVU (TV) Scranton, Pa.; WTOM-TV Lansing, Mich.; KMBT (TV) Beaumont, Tex.; WKNY (TV) Poughkeepsie, N. Y.; WATL-TV Atlanta, Ga.; WCMB-TV Harrisburg, Pa.; WGBS-TV Miami; WBLN (TV) Bloomington, Ill.

BROADCASTING

SUNDAY

	ABN	CBS	MBS	NBC
6:00 PM	Reynolds Norwich M. M. Headlines	News Lorillard	News	Monitor
6:15	Paul Harvey News	Dodge Gunsmoke (202)	Around the World with the UN	Mutual of Omaha On the Line with Bob Considine
6:30	Quincy Howe	Sez Who	Miles—News	Monitor
6:45	George Sokolsky		America's Top Tunes	Meet the Press
7:00	News*	News—Chevrolet	Top Tunes	
	Weather****		News	
7:15	Speaking of Sports	Jack Benny	Voice of Greece	
	Overseas Assignment		News	
7:30		Lorillard	Bill Stern'sSports	
	Sunday Music Hall	Stan Freberg	By the People	
7:45				
	News*	News—Chevrolet		
8:00	Weather****	Lorillard	Hour of Decision Dr. Billy Graham	
	Speaking of Sports			
8:15		General Mills		
	Sunday Music Hall	Mitch Miller		Monitor **
8:30			Lutheran Hour	
8:45				
		Sports—Dodge		
9:00	News*	News—Lorillard		
	Weather****		Baltimore Gospel Tabernacle	
9:15	Speaking of Sports	Philip Morris Country Music		
	Sunday Music Hall			
9:30	News*			
	Weather****	Face the World	Dean Clarence Manion	
9:45	Sunday Music Hall			
			Virgil Pinkley	
10:00	Erwin Canham	News		Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:15		Sports	Wings of Healing	
10:30	The Assemblies of God "Revival Time"	Church of the Air S	John T. Flynn Amer. Future Inc.	Youth Wants to Know
10:45			America's Top Tunes	
11:00	News*	News		
			Marion Theatre	Monitor **
11:15 PM	Late News	Dance Orchestra		

MONDAY

	ABN	CBS	MBS	NBC
	Weather****	Allan Jackson Co-op	News	News
	Teen Dance Party		America's Top Tunes	
	News**		Kraft—News	
	Speaking of Sports	Delco Batteries Lowell Thomas (198) R	America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
	Weather****	Ch.Ponds-Sports		News
	CIO-AFofL Edw. P. Morgan	Postum Rit Shinola	Fulton Lewis Jr.	Co-op Alex Drier
	Merv Griffin Show (participating)	Amos 'n' Andy Music Hall	America's Top Tunes	News of World 168 **
		Ed. R. Murrow Co-op	News	Life and the World
	News***	Robt. Q. Lewis	Reporter's Roundup	News
	TBA	News	True Detective	You Bet Your Life
		Rusty Draper	News	
	Camels-Chrysler News	Chev. News (199)	Lives of Harry Lime	Nightline
	American Music Hall	The World Tonight	News	News
	News	Eric Sevareid S	Music Beyond The Stars	Bell Telephone Hour
		Capitol Cloakroom	Bill Stern	Nightline
	Camels—News		Music Beyond The Stars	
	Vandercook, CIO	Dance Orchestra	News	News
	News		Music Beyond The Stars	Classical Music for People Who Hate Classical Music
			News	News of the World
	ABN Late News	News	Music Beyond The Stars	Life and the World
	Late News	Dance Orchestra	News	
			Music Beyond The Stars	

TUESDAY

	ABN	CBS	MBS	NBC
	Weather****	A lan Jackson Co-op	News	News
	Teen Dance Party		America's Top Tunes	
	News**		Kraft—News	
	Spkng of Sports	Delco Batteries Lowell Thomas (199)	America's Top Tunes	Sun Oil & Co-op 3-Star Extra (34)
	Weather****	Reynolds Sports*	News	News
	CIO-AFofL Edw. P. Morgan	Postum Rit Shinola	America's Top Tunes	Co-op Alex Drier
	Merv Griffin Show (participating)	Amos 'n' Andy Music Hall	News	News of World **
		Ed. R. Murrow Co-op	Assignment Ppie with C. Holmes)	Life and the World
	News***	Robt. Q. Lewis	Coca-Cola Eddie Fisher	News
	TBA	Fla. Bureau	News	The Great Gildersleeve**
		News	Treasury Agent	Nightline **
	Camels-Chrysler News	Rusty Draper	Miles—News	
	American Music Hall	Chev. News (199)	Adventures of the Scarlet Pimpernel	News
	News	The World Tonight	News	Nightline **
		Eric Sevareid S	Music Beyond The Stars	
	Camels—News	Do You Know	Bill Stern	
	Vandercook, CIO	CBS News	Music Beyond The Stars	News
	News	Dance Orchestra	News	Treasury of Music
			Music Beyond The Stars	
	ABN Late News		Miles—News	News of the World
		News	Music Beyond The Stars	Life and the World
	Late News	Dance Orchestra	News	
			Music Beyond The Stars	

WED

	ABN	CBS
	Weather****	Allan Jack Co-op
	Teen Dance Party	
	News**	
	Spkng of Sports	Delco Bat Lowell Th (199)
	Weather****	Ch.Ponds-Sp
	CIO-AFofL Edw. P. Morgan	Postum Rit Shinola
	Merv Griffin Show (participating)	Amos 'n' A Music Ha
		Ed. R. Mur Co-op
	News***	Robt. Q. L
	TBA	Fla. Bure
		News
	Camels-Chrysler News	Rusty Draper
	American Music Hall	Chev. News Lorillard
	News	The Wor Tonight
		Eric Seva
	Camels—News	At Home
	Vandercook, CIO	CBS New
	News	Dance Orchestra
	ABN Late News	
	Late News	News
		Danny Orchestra

SUNDAY

	ABN	CBS	MBS	NBC
9:00 AM	ABN News	World News	Dr. Wyatt Wings of Healing (300)	* News
	Great Moments Great Composers	Kent, Postum Wheaties		World News Round-Up Co-op
9:15		Music Room		Art of Living
9:30	Prophecy Inc. Voice of Prophecy (99)	Church of the Air	Christian Ref. Church Back to God (288)	Voice of Prophecy
9:45				
	Weather****	Chev. News (178)		* News
10:00	Message of Israel S	E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Weather****	Invitation to Learning S	Voice of Prophecy (307)	
	Negro College Choirs S			
10:45				
11:00	Sunday Melodies	News	Dawn Bible Frank & Ernest (302)	Monitor 10:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted) ** 5 min. News every hour on the hour Commercial
	Romance in Music	Charles Collingwood	First Church How Christian Science Heals	
11:15		Howard K. Smith		
11:30	Weather****		News	
	The Christian In Action S	Salt Lake City Tabernacle S	America's Top Tunes	
11:45				
12:00 N		Chev. News (170)	News	
12:15 PM		Vincent Lopez Orchestra	America's Top Tunes	
12:30	Weather****		News	
	Moods in Melody	Sammy Kaye Orchestra	America's Top Tunes	The Eternal Light
12:45				
1:00	As We See It	Weather	How Christian Science Heals	
1:15	It's Your Business	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Bill Cunningham	Monitor **
			Dawn Bible Top Tunes	

MONDAY - FRIDAY

	ABN	CBS	MBS	NBC
		Co-op News	Co-op Robt. Hurleigh	* News
	Breakfast Club		America's Top Tunes	
	(Participating)		News—Kraft	
			America's Top Tunes	
		Amer. Home Fds	News	* News
	Herb Oscar Anderson Show (participating)	Curtis, Angostura Bristol-Myers Chun-King Hartz General Foods Sherwin-Wms. Simoniz Reader's Digest Norwich Std. Brands Staley Sara Lee Mutual Benefit Seeman Dr. West Weco Arthur Godfrey (participating)	America's Top Tunes	My True Story
			News—Kraft	
	Late News		America's Top Tunes	NBC Bandstand
			News	* News
			America's Top Tunes	
	Co-op Paul Harvey	Wrigley Howard Miller (144)	Hurleigh—News	NBC Bandstand **
		Miles, Gen. Fds. Amer. Home W. Warren (144)	Queen for a Day	
		Colgate Scott Backstage Wife	News	* News
		Lever, Scott Helen Trent (186)	America's Top Tunes	My True Story
		Colgate Scott Our Gal Sunday (194)	News—Kraft	NBC Bandstand **
	Sunshine Boys	Toni, Hotpoint Hearst Nora Drake	C. Foster—News	* News
	Jim Reeves Show (participating)	Lever, Lipton Scott Ma Perkins	America's Top Tunes	NBC Bandstand

SATURDAY

	ABN	CBS	MBS	NBC
		Co-op News	News	News
		Man Around House	America's Top Tunes	
		Farm News	News	
		Garden Gate	America's Top Tunes	
		Chv.Jackson (192)	News	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
		General Mills Clairol Hudson Postum	America's Top Tunes	
		Galen Drake	News—H. Engle	
	All-League Club House		America's Top Tunes	
		News	News	5 min. news every hour on the hour Commercial
	News	Campana Hudson General Mills Robt. Q. Lewis Lewis-Howe (198) Milner	America's Top Tunes	
	Weather****		News	
	Am. Farm News		America's Top Tunes	
	Reynolds Ranch Boys		News	
	Navy Hour	Chev., Jksn. (183)	America's Top Tunes	
	News*	Lorillard	News	
	Weather****	Amos 'n' Andy Music Hall Kent	Wheel of Chance	Allis Chalmers Farm & Home Ho
	Baruch-Wain		News	
	Speaking of Sports	Dodge-Gen. Mills Gunsmoke (199)	Wheel of Chance	Drier
	Charlie Applewhite			
	Pan American Party	Chev., Jksn. (185)	News	Monitor **
	News*			
	Weather****	City Hospital	Good News	
	Baruch-Wain			
	Speaking of Sports			
	Top Hits of the Day			

DAY

	ABN	C
1:30 PM	News*	
1:45	Pilgrims	
2:00	Healing Wa Inc. Dr. Oral Ro	
2:15		
2:30	Herald of Truth	
2:45		
3:00	News* Weather**	
3:15	Sammy Ka Sunda Serenad	
3:30		
3:45	Dr. Billy Gr Hour of Do (229)	
4:00		
4:15	Gospel Beat Old-Fashio Revival Hr.	
4:30		
4:45		
5:00	Radio Bible Class	
5:15		
5:30	Dissolv	
5:45 PM		

TUESDAY

CBS	MBS	NBC
Allan Jackson Co-op	News	News
	America's Top Tunes	
Dolco Batteries Lowell Thomas (199)	Kraft—News	Sun Oil & Co-op 3-Star Extra (34)
Ch. Pond's*	America's Top Tunes	
Postum Rit Shinola	Lewis Jr.	News
Amos 'n' Andy Music Hall	America's Top Tunes	Co-op Alex Drier
Ed. R. Murrow Co-op	News	News of World (168) **
Robt. Q. Lewis	Family Theatre	Life and the World
Fla. Bureau	News	News
News—Simoniz	Song Busters	People Are Funny **
Rusty Draper	News—News	Nightline **
Chev. News (199)	Horatio Hornblower	News
Lorillard	News	
The World Tonight	Music Beyond The Stars	
Eric Sevareid	Bill Stern	
So They Say	Music Beyond The Stars	Nightline **
CBS News	News	
Dance Orchestra	Music Beyond The Stars	
Philip Morris Country Music Show	Miles—News	At the UN with Pauline Frederick
News	Music Beyond The Stars	
Dance Orchestra	News	News of the World
	Music Beyond The Stars	Life and the World

THURSDAY

ABN	CBS	MBS	NBC
Weather****	Allan Jackson Co-op	News	News
Teen Dance Party		America's Top Tunes	
News**	Delco Batteries Lowell Thomas (199)	Kraft—News	Sun Oil & Co-op 3-Star Extra (34)
Speaking of Sports	Reynolds Sports*	America's Top Tunes	News
Weather****	Postum Rit Shinola	Fulton Lewis Jr.	Co-op Alex Drier
CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall	America's Top Tunes	News of World (168) **
Merv Griffin Show (participating)	Ed. R. Murrow Co-op	News	Life and the World
News***	Lorillard	Assignment Pple. (with C. Holmes)	News
TBA	Robt. Q. Lewis	Coca-Cola Eddie Fisher	X Minus One **
Camels-Chrysler	Fla. Bureau	News	
American Music Hall	News—Simoniz	Secrets of Scotland Yard	Nightline **
News	Rusty Draper	Miles—News	
Camels—News	Chev. News (199)	Theatre Royal	News
Vandercook, CIO	Lorillard	News	Family Living '57
News	The World Tonight	Music Beyond The Stars	News of the World
ABN Late News	Eric Sevareid	Bill Stern	Life and the World
	Leading Question	Music Beyond The Stars	News
Late News	CBS News	News	
	Stuart Foster Show	Music Beyond The Stars	
	Dance Orchestra	Miles—News	
	News	Music Beyond The Stars	
	Dance Orchestra	News	
		Music Beyond The Stars	

FRIDAY

ABN	CBS	MBS	NBC
Weather****	Allan Jackson Co-op	News	News
Teen Dance Party		America's Top Tunes	
News**	Delco Batteries Lowell Thomas (199)	Kraft—News	Sun Oil Co-op 3-Star Extra (34)
Speaking of Sports	Sh-Pond Sports*	America's Top Tunes	News
Weather****	Lorillard	Fulton Lewis Jr.	Co-op Alex Drier
CIO-AFofL Edw. P. Morgan	Postum Rit Shinola	America's Top Tunes	News of World (168) **
Merv Griffin Show (participating)	Amos 'n' Andy Music Hall	News	Life and the World
News***	Ed. R. Murrow Co-op	Lombardoland USA	News
TBA	Robt. Q Lewis	News	Bob Hope Show
Camels-Chrysler	News—Simoniz	Counter Spy	Monitor **
Carling—Block	Rusty Draper	Miles—News	News
American Music Hall	Chev. News (199)	Queen's Men	Monitor **
News S	Lorillard The World Tonight	News	News
Camels—News	Eric Sevareid	Music Beyond The Stars	Gillette Boxing
Carling—Block	So They Say	Bill Stern	Sports Digest
News	CBS News	Music Beyond The Stars	Sports Highlights
ABN Late News	Dance Orchestra	News	News
	Philip Morris Country Music Show	Music Beyond The Stars	
Late News	News	Miles—News	
	Dance Orchestra	Music Beyond The Stars	
		News	
		Music Beyond The Stars	

SATURDAY

ABN	CBS	MBS	NBC
News*	News—Simoniz	News	Monitor **
Weather****	Chesebrough Football Scoreboard	America's Top Tunes	
Chautauqua Symphony	Saturday at the Chase	Kraft—News	
News*	News	America's Top Tunes	
Weather****	News—Reynolds	News	
At Ease	Lorillard Saturday Night Country Style	Hawaii Calls	
Platter Brains	Simoniz—News	Word of Life Hour	
World Tourist	Chev. News (192)	News	
News*	Entertainment U.S.A.	Bandstand USA	
Weather****	The Last Word	News	
Speaking of Sports	Lorillard	Brandstand USA	
Vincent Lopez Show	Sports	News	
American Music Hall	News	Bandstand USA	
News*	World Tonight Lorillard	News	
Weather****	Dance Orchestra	Bandstand USA	
Dancing Party	News S	News	
National Juke Box	Henry Jerome Orchestra	Music Beyond The Stars	R. J. Reynolds Grand Ole Opry
News*	Dance Orchestra	News	
Weather****	News	Music Beyond The Stars	
Lawrence Welk Army Show	Dance Orchestra	News	
Henry Jerome	News	Music Beyond The Stars	
Late News	Dance Orchestra		

6:00 PM
6:15
6:30
6:45
7:00
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7:30
7:45
8:00
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8:45
9:00
9:15
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9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

DAYTIME

SUNDAY

ABN	CBS	MBS	NBC
News*	Woolworth Hour (200)	Lutheran Hour	Lutheran's Layman's League "The Lutheran Hour"
Pilgrimage	Longines Symphonette	Wings of Healing	Monitor **
Ford Road Show	News	America's Top Tunes	The Catholic Hour
News*	New York Philharmonic Orchestra	News	Monitor **
Weather****		America's Top Tunes	
Sammy Kaye Sunday Serenade		News	
		America's Top Tunes	
Billy Graham (229)		News	
		America's Top Tunes	
		News	
		America's Top Tunes	
Ford Road Show		News	
Lorillard		America's Top Tunes	
R. Trout (193) Chevrolet News		News	
Lorillard		America's Top Tunes	
Johnny Dollar		News	
FBI In Peace & War		America's Top Tunes	
Lorillard			
Ford			

MONDAY - FRIDAY

ABN	CBS	MBS	NBC
Jim Reeves Show (participating)	Lever Scott Dr. Malone	News	NBC Bandstand ** (R)
	Hearst, Menthlm. Knox Road of Life	America's Top Tunes	
Jim Backus Show (participating)	News—Miles	News	* News
	Hearst Right to H'piness	America's Top Tunes	True Confessions **
News	Colgate, Hearst Mrs. Burton	News—Wingate	
	Colgate Strike It Rich	America's Top Tunes	One Man's Family
	Just Entertainment (198) Wm. Wrigley	News	The Affairs of ** Dr. Gentry
	Houseparty† Sleep-Eze, Staley (183) R Coldene, Hartz Simoniz, Lever Standard Brands	America's Top Tunes	* News
		News	Five Star Matinee **
		America's Top Tunes	
		News	Woman in My House
		America's Top Tunes	"Pepper Young's ** Family"
		News	* News
Weather		America's Top Tunes	
		News	
		America's Top Tunes	
		News	
		America's Top Tunes	
		News	
		America's Top Tunes	
		News	
		America's Top Tunes	
		Miles—News	
		America's Top Tunes	
	Ford Road Show		
	UN on the Record (Fri. only)		Ralston-Purina R. Harkness

SATURDAY

ABN	CBS	MBS	NBC
Shake the Maracas	Adventure In Science	Miles—News	Monitor*
News*	Dance Orchestra	America's Top Tunes	
Weather****	News	News	
Speaking of Sports		America's Top Tunes	
Festival		News	
		America's Top Tunes	
News*		News	
Weather****		America's Top Tunes	
Festival	Game of the Week	News	
		America's Top Tunes	
News*		News	
Weather****		America's Top Tunes	
Sp'king of Sports		News	
Festival		America's Top Tunes	
		News	
Festival		America's Top Tunes	
News	News	News	
Weather****		America's Top Tunes	
Sp'king of Sports	Dance Orchestra	News	
		America's Top Tunes	
Intermezzo	Make Way For Youth	News—Voorhis	
		America's Top Tunes	

October 7, 1957

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time NYT.

ABN—

7:55-8 p.m., Les Griffith & The News. (332).
* Camels—Norwich News
** Camels—Midas News
*** Camels—Chrysler News
**** DuPont

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.
3-3:15 p.m., M.Th.—Coldene.
3:15-3:30 p.m., Wed., Simoniz, Swift.
Sat.—News 10:00-10:05 a.m.; 10:55-11:00 a.m.; 12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed. Th. Fri. 8:25-30 p.m.
Amos 'n' Andy Music Hall
Brown & Williamson, M. F. S., Ted Bates

MBS—

Series B—(8:05-8:30 p.m.) Kraft, Mon. thru Fri.; Aslum, Mon. thru Fri.; S-C Johnson & Son, Fri.

NBC—

Networks News on the Hour—starts at 8 8:05 a.m. on Sundays and is broadcast as follows: 10 a.m., 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 p.m., & 2 a.m. On Saturdays also as follows: 8 a.m., 9, 10, 11 a.m., 12 noon, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 p.m., 12 mid., 1 & 2 a.m.

Monitor is broadcast on a network and local participation basis as are **all other programs marked with **.

(R) programs are scheduled on a continuous basis by recorded repeats.

Service at thirty spots (1-minute) are scheduled on Mon.-Fri. starting at 10:30 a.m. and continuing through 11:30 p.m.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre
KNOTT HOTELS

TV SHOWSHEET CONTINUED

SPECIAL PROGRAMS

Big guns among upcoming programs this season are the network specials, with more than 100 scheduled on NBC-TV, 20 on CBS-TV. ABC-TV as yet has none scheduled.

CBS-TV

Oct. 13 (Sun.), 8-9 p.m.
Edsel Show
Oct. 27 (Sun.), 5-6:30 p.m.
Nov. 24 (Sun.), 5-6 p.m.
See It Now
Nov. 3 (Sun.), 5-6 p.m.
first of a series
The Seven Lively Arts
Nov. 6 (Wed.), 9-10 p.m.
Dec. 3 (Tues.), 9-10 p.m.
Lucille Ball-Desi Arnaz Show
Dec. 1 (Sun.), 5-6 p.m.
Conquest

NBC-TV

Oct. 2 (Wed.), 12:45 p.m.—
conclusion
World Series
Oct. 5 (Sat.), 10-11 p.m.
Dean Martin Show
Oct. 6 (Sun.), 9-10 p.m.
Bob Hope Show
Oct. 13 (Sun.), 6:30-7:30 p.m.
Pinocchio
Oct. 13 (Sun.), 9-10:30 p.m.
Standard Oil 75th Anniversary Show
Oct. 17 (Thurs.), 9:30-11 p.m.
Hallmark Hall of Fame
Oct. 25 (Fri.), 9-10 p.m.
Bell Telephone System Show
Nov. 4 (Mon.), 9-9:30 p.m.
Oldsmobile Show
Nov. 5 (Tues.), 9-10 p.m.
Jerry Lewis Show
Nov. 7 (Thurs.), 8:30-9:30 p.m.
Bob Hope Show
Nov. 16 (Sat.), 8-9 p.m.
Las Vegas Show
Nov. 17 (Sun.), 9-11 p.m.
General Motors 50th Anniversary Show
Nov. 18 (Mon.), 9:30-11 p.m.
Hallmark Hall of Fame
Nov. 21 (Thurs.), 10-11 p.m.
Project 20
Nov. 26 (Tues.), TBA
The Pied Piper of Hamelin
Nov. 27 (Wed.), 8:30-10:30 p.m.
Annie Get Your Gun
Nov. 28 (Thurs.), 11-12 noon
Macy's *Thanksgiving Day Parade*
Dec. 7 (Sat.), 9-10 p.m.
Bob Hope Show
Dec. 8 (Sun.), 2-4 p.m.
NBC Opera Company
Dec. 13 (Fri.), 8-9 p.m.
Jerry Lewis Show
Dec. 15 (Sun.), 6:30-8 p.m.
Hallmark Hall of Fame
Dec. 28 (Sat.), 2:15-4:45 p.m.
Blue-Grey Football Game
Dec. 28 (Sat.), 4:45-conclusion
East-West Football Game
Dec. 29 (Sun.), TBA
Pro-Football Championship Game
Dec. 29 (Sun.), TBA
Year-End News Review

AWARDS

KNX, KNXT (TV) Take 3 State Fair Awards

CBS-owned stations KNX and KNXT (TV) Los Angeles walked off with a bronze and two gold medals in the Top Show contest conducted by the California State Fair for the best program or series of the year in any category, including news, by a California radio or tv station. Double-award-winner KNXT received a gold medal for *Journey*, a weekly half-hour educational series, and a bronze medal for *The Big News*, a late-evening, half-hour, Monday-Friday news program covering sports, weather and a "special report" as well as a summary of the day's news.

KNX won the gold medal awarded in the metropolitan radio station category for its *Minority Report* on how the Japanese Americans of California have rebuilt their lives since World War II. KSBW Salinas won the non-metropolitan radio silver medal for its 10-hour *Salute to Baseball*. Another silver medal went to KPIX (TV) San Francisco and the California Academy of Arts & Sciences for *Science in Action*.

Bob Stone (C. Robert Bupp) of KFOX Long Beach, was chosen 1957 Voice of California in a second competition conducted by the California State Fair among the state's staff announcers at radio and tv stations. Mr. Stone also was chosen as the best staff announcer at a metropolitan radio station. David E. Browne of KVON Napa was named the best staff announcer at a non-metropolitan station and Claude Prentiss Mann Jr. of KSBW-TV Salinas won the award as best television voice. More than 100 staff announcers sent one-minute tape or disc recordings for consideration by the judges.

Money awards of $100 to Mr. Stone and $50 each to the other two winners, as well as plaques and certificates, were presented Aug. 31 at the press-radio-tv dinner, with Gov. Goodwin Knight making presentations.

LAA Sets 'Outstanding Ad Awards'

The League of Advertising Agencies will present its second annual "outstanding advertising awards" in nine categories at its seventh annual dinner Jan. 31, 1958, at the Plaza Hotel, New York, according to Lester Harrison, president. Included are awards for the best radio and television campaign. The deadline for entries and the list of judges will be announced later. Judging will take place in early January, according to Executive Secretary Julian Ross.

Costumers Local Plans Awards

Motion Picture Costumers, Local 705, IATSE, will present "Adam and Eve" gold statuettes to the creators of the best cos-

KCRA·TV
SACRAMENTO, CALIFORNIA
. . . the highest rated
NBC
station in the West!
CLEAR
3
CHANNEL

tuming of the 1956-57 season Oct. 25 at the union's ball at the Beverly Hilton Hotel, Beverly Hills, Calif. Ten tv costumers and 10 for motion pictures have been nominated for the awards. The tv nominees are: Cary Cline, *Loretta Young Show;* Ruth Hancock, *Playhouse 90;* Agnes Henry, *Mr. Adams and Eve;* Marguerite Royce, *Warner Brothers Presents;* Helen Scovil, *December Bride;* Izzy Berne, *Bengal Lancers;* Jack Delaney, *Cheyenne;* Robert Harris, *Dick Powell's Zane Grey Theatre;* Grady Hunt, *Manhattan Tower;* James Lynn, *Playhouse 90.*

Audio Devices Sets School Awards

Audio Devices Inc., New York, manufacturer of magnetic tape, has announced educational awards to 66 schools and colleges for their ideas on applying modern sound recording to education. Heading the list of winners are University School, Southern Illinois U., Carbondale, Ill., in the junior-senior high school category, and Goucher College, Baltimore, in the college-university group.

The 66 winning institutions will receive sound recording machines and audiotape. The two highest awards amount in value to $2,750 each. In addition, Audio Devices is giving ten reels of its master low print-through audiotape to the three top award winners in the school and college groups and five reels to each of the other winners.

Ginsburg Takes Sarnoff Award

Charles P. Ginsburg, manager of advance videotape development, Ampex Corp., Redwood City, Calif., has been awarded the David Sarnoff Medal of the Society of Motion Picture & Television Engineers for this year. Presented at the society's 82nd semiannual convention in Philadelphia last Friday-Saturday, the medal recognizes technical contributions to tv, with preference given work during the past five years. Mr. Ginsburg was cited by SMPTE for his work in the development of the video recorder.

AWARD SHORTS

NBC-TV's *Robert Montgomery Presents,* for its presentation of "The Long Way Home," selected winner of 1957 Howard W. Blakeslee Awards of American Heart Assn. Award received for "outstanding reporting in field of heart and circulatory diseases."

RCA cited by U. S. Treasury Dept. for "outstanding participation and achievement" in 1957 national savings bond drive. Citation honoring RCA for enrollment in bond program by more than 52% of its 80,000 employes was presented to RCA President John L. Burns by Mrs. Ivy Baker Priest, U. S. Treasurer.

Ted Bates & Co., N. Y., received Dept. of Defense Reserve Award Certificate for "outstanding cooperation with the Armed Forces Reserve." Firm allows reservists in its employ additional week of paid vacation, enabling them to attend summer field training with their respective reserve units. Reservists also are given first choice in determining vacation schedules so they may take training at convenience of government.

Fred Walker, general manager, WTTM Trenton, N. J., received award for "outstanding service" from New Jersey Veterans Administration.

Col. Richard H. Ranger, president of Rangertone Inc., Newark, N. J., chosen by Society of Motion Picture & Television Engineers to receive its Samuel L. Warner Memorial Award, which is given for most outstanding work in field of sound motion-picture engineering.

F. M. Koch, district manager, General Motors Acceptance Corp., received Texas Dept. of Public Safety award for "GMAC's outstanding contribution to automobile safety in Texas."

Hale Byers, radio-tv specialist, BBDO, Minneapolis, presented American Heritage Foundation Award, for "enlisting help of 3,000 radio and 475 tv stations in the 1956 'Register, Inform Yourself and Vote' campaign."

Carroll Alcott, newscaster, KNX Los Angeles, has received plaque from Los Angeles county branch of American Cancer Society for his "truly exceptional cooperation and yeoman labor in the fight to stamp out cancer." Award, presented last Monday, was described as first ever made by this group to radio or tv broadcaster.

KYA San Francisco was given "1957 Direct Mail Leaders Award" during Washington convention of Direct Mail Advertising Assn. Station was awarded plaque as one of four winners in low-budget campaign category.

KLAC Los Angeles presented with special certificate of commendation by City Council for presenting six annual charity shows at Hollywood Bowl that reportedly raised nearly $250,000.

WWJ-AM-TV Detroit received local YMCA award for its "help in emphasizing present day moral and spiritual values through its programs."

WCAU Philadelphia honored by local council of Girl Scouts of America in recognition of its "invaluable support to the Girl Scout Development Fund during 1956-57." Station presented interviews and spot announcements to promote fund.

WALK Patchogue, N. Y., received certificate of merit from American Heart Assn. for "distinguished service in advancing public understanding and support of the fight against heart disease."

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
REPRESENTATIVES

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RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
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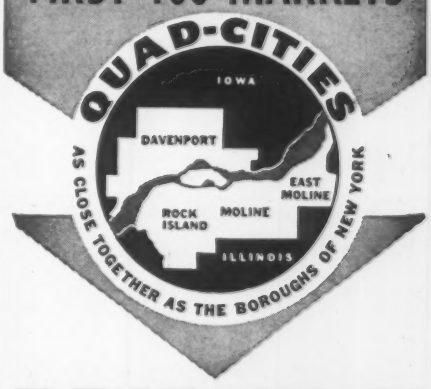

WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV
Coverage from a New
1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

"GEE!" said the little girl in Chicago

She was watching WGN-TV at noon (along with 248,928 other boys and girls). She was thrilled by the Lunchtime Little Theatre, designed by WGN-TV to get "GEE!" reactions (A.R.B., July, 1957, 9.3%).

She had her mother buy the sponsor's product.

That's why Top Drawer Advertisers use WGN-TV.

Let our specialists fill you in on some exciting case histories, discuss your sales problems and advise you on current availabilities.

Put "GEE!" in your Chicago sales with WGN-TV

CHANNEL 9—CHICAGO

MONDAY MEMO

from **MARK LAWRENCE,** *vice president, MacManus, John & Adams*

THE IMPORTANT THING IS THE AD —NOT JUST THE BUY

After the shows are locked up, after the smoke and haze and fog of network negotiations have settled down, after the clients have faithfully okayed the programs, the spot campaigns, the time periods, the markets, and the money—where do we stand?

All agencies, at this point, stand on a heap of debris: the worn-out shows, the scratched starters, the star names that couldn't be delivered, the remnants of that dream-large radio-tv budget. There we stand, and all we can see from our vantage point, stretching as far as next June, is a host of little signs that say "air-date."

It is now time to go back to the all-important function of all this preparation: advertising the product.

This is not a memo about copy itself or about idea brainstorming, or about techniques used in making television and radio commercials. All of these things come after the step in advertising which can be summed up by this question: "What do you expect to accomplish as a result of the advertising which you place on radio or tv?"

Clients and agencies, alike, are usually so media-mad that they sometimes fail to ask this question, and if it is asked, don't give enough thought to the answers.

Certainly, in the case of a Christmas promotion for Scotch Brand tape and Sasheen ribbon our objective is sales, and a good share of the credit for the sale can go to broadcast copy. The same is true of our Saran wrap, White Rock, Good Humor, etc. However, another campaign we have running for Minnesota Mining & Manufacturing introduces a product. Here, our purpose is simply to spread news and to encourage manufacturers to make use of the new fluoro-chemical.

In another instance, for General Motors Corp., our job is not to sell any one automobile to the viewer, but to convince our *Wide Wide World* audience of the corporation's special ability, craftsmanship and facilities which stand behind the manufacture of five automobiles.

WHAT ABOUT BIG, 'NON-IMPULSE' PURCHASE?

And, finally, there is the question of using broadcast advertising to promote the sale of automobiles themselves.

A lot has been written and spoken on the subject of advertising "non-impulse-buy" items on television. The automobile-buying process takes about 18 months and the public is not generally aware of the source of its convictions about which car is better than the next one, although in answering questions on the subject viewers will say that television has a lot to do with their choice. A recent NBC survey [B•T, Sept. 16] indicates that viewers consider television an important source of information about cars. Does this mean that a television commercial should simply be full of information? Or is our job simply to use devices and gimmicks to deliver the viewer to the dealer's showroom? Or do we go easy on the information and gimmicks and be content to do a commercial with a high entertainment value, lots of music and humor?

Most viewers will tell you that their favorite commercial is the entertaining one, but they're not sure that it had much to do with inspiring them to act—that is, to buy the product.

Two fine commercials, which our agency did not produce, illustrate a further point—Bert and Harry Lovers are glad to spend a few cents on a bottle of beer in gratitude for the entertaining commercial, but if a bottle of Piel's beer cost $2,000, they might feel the need for more information. Conversely, many viewers may claim to be annoyed by the repetition of the A's and B's race to get into the diagrammatic bloodstream, but a headache is no laughing matter and Bufferin sales prove that so-called "annoying" tv spots can sell even the viewer who is a self-styled expert on commercials.

THE QUESTIONS IN PREPARING CAR COMMERCIALS

Much in the same way, we have to determine how much information can be gotten through to the viewer about a big item like a Cadillac or a Pontiac. NBC tells us dealers think that showing a car in action is highly important in a tv car commercial. Yet consider this: If you hold a pack of cigarettes in front of your eyes at magazine or newspaper distance, you will find that the area it blots out will completely cover a 21-inch television screen standing eight feet away. That's a pretty small space to show off a big item like an automobile, particularly in the traditional running-up-a-hill shot. And yet, if we eliminate all shots of the car in action, would the commercial still be informative and do its job in making the prospective buyer consider the make we are advertising?

Is our job accomplished if we have made the viewer consider buying our make of car? Will he consider our product if we entertain him and inform him and neglect to make him remember which make it was he saw advertised?

I intend to come to no resounding conclusions. My own mission will be accomplished here if I have reminded ourselves that the ad—not just the "buy"—is still the thing.

Mark Lawrence; b. Washington, D. C., April 14, 1921, son of David Lawrence, publisher, U. S. News & World Report; *grad. Princeton U. in 1942, followed by duty stint in Pacific Theatre of Operations as gunnery officer, five battle stars and other decorations. Was free-lance writer for various nightclub performers, including Alice Pearce at New York's famous Blue Angel; other acts: Martin & Lewis, Jack Carter, and Elaine Stritch. Joined MacManus, John & Adams in 1952 as radio-tv production manager, then director of radio-tv production, and since January 1957, vice president, radio-tv. Currently active on* Wide Wide World *(General Motors Corp.) and forthcoming NBC-TV "Annie Get Your Gun" special with Mary Martin (co-sponsored, Pontiac Motor Div., GMC). Also identified with former* Medic *and* Playwrights '56 *series.*

'In the Public Interest'

"NO GROUP has contributed more to Advertising Council campaigns than radio and television."

So Thomas D'Arcy Brophy told the Hollywood Ad Club the other day. Mr. Brophy, retiring board chairman of Kenyon & Eckhardt, was on his way home from an Ad Council board meeting in San Francisco and he recounted some of the public service achievements reported there.

Item: $10 million raised in 10 days in the Red Cross flood relief campaign "for which radio and television were largely responsible."

Item: Fewer traffic deaths than anticipated over the Labor Day weekend, a result of a Council campaign in which the broadcast media played a major part.

Item: New series of Smokey the Bear tv commercials, latest step in a continuing campaign that in 17 years has cut forest fire losses from 30 million burned out acres in 1942 to 6 million in 1956.

Item: More than 90% of all advertisers sponsoring regular programs on the three tv networks already pledged to consistent participation in Council campaigns this coming season; special program sponsors are also pledging their cooperation.

Item: Agreement with the Alliance of Television Film Producers for Council campaign support from tv filmed programs.

The American system of broadcasting is undergoing right now one of the recurring periods in which it is made the scapegoat for many of the nation's ills. Everybody, from congressional committees to PTA groups, seems eager to tell the world just what's wrong with radio and—especially—television.

For inserting a beautiful bouquet into this barrage of brickbats, Mr. Brophy has earned the gratitude of all who are working to keep American broadcasting free, competitive and of major service to the American public—advertisers, agencies, programmers and broadcasters alike.

Pastime or Industry?

THE baseball season is over. The New York Giants move to San Francisco next season. The Dodgers soon will desert Brooklyn to become the Bums of Los Angeles, unless a hitch develops.

These New York clubs were enticed westward by promises of richer harvests for their owners. Illusions of handsome returns from wired subscription television—as yet an untested and untried medium—admittedly turned the trick.

Baseball calls itself the "national pastime." Unlike football and other professional sports, it isn't subject to the antitrust laws. But baseball functions as a well-organized industry, moving franchises and players as will best suit the commercial interest of the individual club owner. The profit motive is uppermost.

If things work out as planned, neither the Giants nor the Dodgers games will be on the air next season from their west coast locales. They will be on wired toll tv, assuming (1) that the toll tv entrepreneurs get their franchises; (2) that they can effectively wire enough homes to begin service, even conceding that the systems will work technically; and (3) that the public proves willing to pay for closed circuit operations day-in-day-out, and whether the clubs are winners or losers.

There are other important aspects, however, that will make the Giant-Dodger projects a dangerous gamble. Will their road games be available back home? Will it prove economically feasible to feed road games (it's 3,000 miles from the East Coast to the West Coast) by coaxial cable to a single urban area like San Francisco or Los Angeles, particularly when, at best, only a small percentage of the homes will be wired? Will the cables be available, taking into account regular network commitments and the time differentials?

The baseball club owners know that without play-by-play publicity they can lose their shirts. Radio and television stimulated interest where none had existed before, particularly among women. Good teams, high in the standings, draw big gates, even with all games broadcast and telecast.

The west coast shifts, tied into wired toll tv (again assuming it works) may prove an interesting experiment. So the play-by-play won't be seen or heard free. The clubs lose the substantial sponsorship revenue. The time will be filled by other broadcast fare, which of necessity will be good enough to compete with the smattering of closed-circuit play-by-play.

Other ball clubs will be watching closely. The Giants and Dodger "performers" will be relatively unpublicized on the air. How fast will they wilt?

As we've said before, the club owners can handle or sell their products as they see fit. It is their private property (which seems to be in conflict with their "national pastime" concept). By the same token, broadcasters can sell their product, which is time, as they see fit. And once that time is sold, it might not be easy to revamp schedules to accommodate the baseball industry, except perhaps at the going card rates.

Drawn for BROADCASTING•TELECASTING by Sid Hix

"No longer need you lose the thread of the story when a tv program loses the sound. Just send . . ."

Color Competition

ARTHUR PORTER, vice president and media director of J. Walter Thompson Co., is a man worth listening to.

Two weeks ago he made a speech to a newspaper group in Chicago. He was telling newspapers how they might combat television, but there is a lesson of equal merit for television broadcasters in what he said.

In a speech at the second newspaper ROP color conference, Mr. Porter warned flatly that "once [color television] hits and color commericals can be used on a broad basis, the competition for the national advertising dollar will hit a new and unprecedented level of intensity." The moral is clear: newspapers had better get run-of-paper color off the ground in a hurry.

Reading accounts of speeches by representatives of newspaper interests at the same meeting, we find ourselves in the unaccustomed position of agreeing with much of what they said. For they were agreeing with Mr. Porter that color tv is going to make life even harder for them.

The quality of ROP color is indescribably inferior to broadcast color—FCC wouldn't even have considered it. But alert newspapers, already harassed on all sides by the superiority of black-and-white television, are not apt to pass up any opportunity to improve and entrench it if they see in ROP color any chance to offset the even greater competition they'll get from color television.

Magazine color is another thing. The better magazines now are physically capable of producing handsome color advertising—an advantage as long as television is restricted to black-and-white. This one advantage of the magazines will disappear as the color television audience increases.

Color tv is moving—but not fast. Its progress would be much swifter if more broadcasters got behind it more aggressively. Newspapers' awareness of the importance of color should prod them. It would be economically short-sighted for broadcasters to dally and risk letting the newspapers take anything away from them, even for a little while. The time to capitalize on an advantage is while you've got it.

You know KPRC-TV is good for headaches...

just wait 'til you try it for HOUSTON SALES !

Acts twice as fast to relieve sales miseries !

Won't upset your stomach as worry often does

KPRC-TV combines coverage with two powerful anti-resistance ingredients. These speed the sales message out of the studio and into the buying stream *twice* as fast as aspirin.

So, for effective, fast relief from headaches, discomfort of duds, sluggishness, and ordinary selling aches and pains, use the modern sales deliverer . . . KPRC-TV, Houston.

JACK HARRIS
Vice President and General Manager

JACK McGREW
Station Manager

EDWARD PETRY & CO.
National Representatives